10 APRIL 1950 • $8.00 a Year

SPONSOR

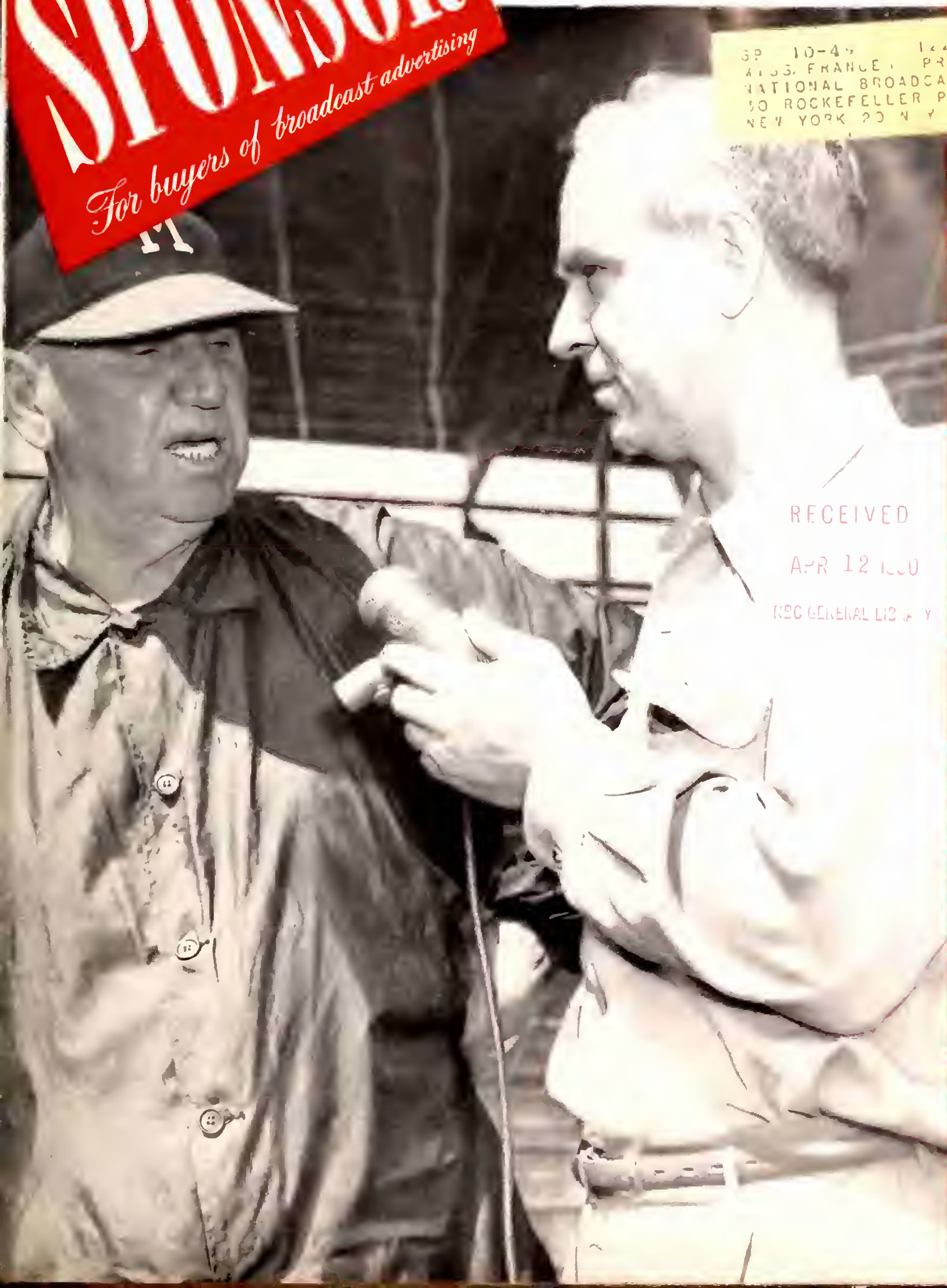
For buyers of broadcast advertising

UNITED
BALTIMORE
MO.
2 CENTS 2

What broadcasters
k of the NAB—p. 27

Tools of the trade—p. 34

1950: radio's biggest baseball year—See p. 30



SP 10-4 12220
MISS. FRANCE PRAGUE
NATIONAL BROADCASTING
30 ROCKEFELLER PLAZA
NEW YORK 20 N Y

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Sponso Reports
Outlook page 12
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P S page 20
Baseball page
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Applause page

Kentuckiana leads the nation...

1 **in effective buying income increase**

U. S. increase—1%
Kentuckiana increase—5%
Source: 1949 and 1950 issues,
Sales Management Survey of Buying Power.

2 **in manufacturing value increase**

Kentucky leads U. S. by 32%
Indiana leads U. S. by 2%
Source: latest two U. S. Censuses
of Manufacturers.

WHAS *alone delivers* **ALL** *of Kentuckiana*

Kentuckiana's personal and industrial income continues to show healthy increases, even in the face of a national 'leveling off'. There are real sales opportunities in this rich-and-getting-richer market—*if* you remember that . . .
WHAS and WHAS alone delivers ALL of Kentuckiana (Kentucky plus a generous portion of Southern Indiana).

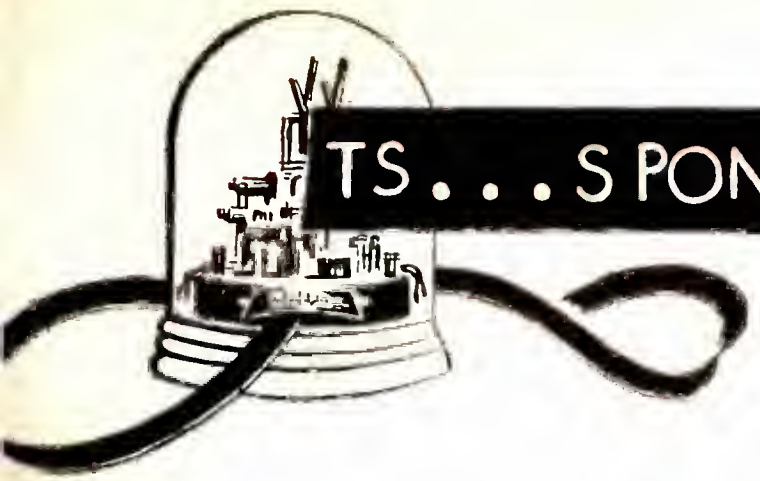
50,000 WATTS ★ 1 A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

CBS
WHAS
INCORPORATED • ESTABLISHED 1922
Louisville 2, Kentucky

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES



TS...SPONSOR REPORTS...
..SPONSOR REPORT

10 April 1950

Issues lacking at 1950 NAB Convention

Percentage of members attending NAB management sessions in Chicago this month will be lighter than 1949. Survey reveals that lack of specific issues, ascendency of district meetings are responsible for lagging interest. Most attending will be coming to participate in special meetings, visit exhibitors, or see industry acquaintances.

-SR-

What's time on radio worth?

Dilemma of advertisers concerning worth of radio time in TV area enhanced by action of two leading stations in decreasing rates. Advertisers have always expressed desire to pay what medium's worth, but confusion caused by whirlwind TV emergence has them baffled. Radio spokesmen contend radio rates have been unrealistically low. Two big listening factors seldom considered in calculating rates are out-of-home listening and mushrooming multiple-sets-in-the home. WNEW, exponent of out-of-home listening, currently enjoying best sales season.

-SR-

Radio is getting bigger

NAB and RMA jointly announce that over 85,000,000 radio sets were in use at end of 1949. Included are 14,784,000 auto sets and 5,000,000 in public places. Television sets in use totalled 3,764,000. Average number of sets in home, radio and TV, was 1.70. Joint study was suggested by SPONSOR in order to provide concrete figures for industry.

-SR-

Evening radio doing fine in Boston

Countering reports of fast diminishing night radio listening in TV cities, WCOP, Boston contends that Hub City loss for all radio stations, 1948 vs. 1950, is only .6 between hours of 6 pm and midnight. According to analysis, based on Pulse, three stations have shown gains.

-SR-

Sindlinger suit may reveal Nielsen methods

If suit by Sindlinger organization (Radox) against Nielsen, Hooper, et al charging monopoly in restraint of trade reaches trial, advertising fraternity may witness public airing of some previously secret research methods. Sindlinger source says plaintiff will push for subpoena of Nielsen records. Sindlinger contends threat of Nielsen use of on-the-shelf patents has broken down necessary refinancing negotiations. Damages requested total $2,500,000.

-SR-

Baseball proves radio sells women

With advertising nut of $20,000,000, 1950 is radio's biggest baseball year yet. Ranks of listeners (and viewers) are swelled by feminine millions who learned batting averages, vital statistics, characteristics as daytime listeners.

SPONSOR, Volume 4, No. 8, 10 April, 1950. Published biweekly for SPONSOR Publications Inc., at 3110 Elm Ave., Baltimore 11, Md. Executive, Editorial, Circulation Office 510 Madison Ave., New York 22. $8 a year in U. S. $9 elsewhere. Entered as second class matter 29 January 1949 at Baltimore, Md. postoffice under Act 3 March 1879.

Milwaukee TV findings

WTMJ-TV's-Viewer Survey No. 3 gives these findings for Milwaukee area: about two out of every 10 TV sets in use between 3:15 and 4:30 when women's programs predominate; about four out of every 10 in use between 4:30 and 6:30 when children's shows predominate. Peak viewing period is between 7:00 and 9:00 when more than eight of every 10 sets are in use. Tuesday is the big night when Texaco Star Theater, Fireside Theatre, and Life of Riley provide two hours of viewing with an average rating of nearly nine out of every 10 sets in use.

-SR-

Spot mail order campaign pulls over 1,000,000 orders

One of the most successful mail order campaigns on record was RCW Enterprises, Hollywood sale of toy balloons over selected list of stations for one month preceding 1949 Christmas. Returns said to substantially exceed 1,000,000. Each reply contained $1 to $5. Campaign was on card rate basis, with Cowan & Whitmore Advertising Agency, Hollywood, handling account.

-SR-

Consumers Union favors CBS color

Consumer Reports, monthly magazine publishing research findings of Consumers Union, comes all out for CBS color. Urging adoption of CBS method, Consumer Reports argues that CBS color is good, that it's economically adaptable to existing sets. Findings were issued prior to RCA's unveiling of one-tube color. CU advises subscribers to buy television sets now without waiting for color decision.

-SR-

Should NAB be federated?

As television emerges many elements within NAB and outside consider medium too competitive to radio to long exist within same close-knit framework. Some quarters insist that federated setup, with Washington top executive chiefly concerned with governmental aspects, is logical solution. One group of stations is currently discussing possibilities of federation (see "What broadcasters think of NAB," page 28).

-SR-

Conlan readying competition to City Hooperatings

Robert S. Conlan, long known for tailormade station surveys, plans to branch out into multiple cities within next few months ala City Hooperatings.

-SR-

Radio listening up

Despite television inroads, 1950 radio listening is at all-time high. In 1946 Nielsen reported 156,000,000 hours of listening daily; in 1949 he reported 198,000,000. Current figure is well over 200,000,000 hours, with multiple sets in the home helping to boost daily average.

-SR-

Will Godfrey be good?

Peck's bad boy of CBS, the irrepressible Godfrey, has promised top management to stop embarrassing the network. Industry historians say Federal Communications Commission Chairman Wayne Coy's reprimand marks first time Commission or its members have publicly censored an individual entertainer. There's widespread feeling that "bad taste" condemnation of Godfrey (Coy didn't mention name) is well warranted.

(Please turn to page 40)

Another 1st

FRED KENDALL, star of WJR's afternoon variety show, "Anything Goes", sent the applause meter soaring to the top as he won the Arthur Godfrey Talent Scout Show over Columbia Broadcasting System.

Is it any wonder that WJR dominates its huge market area?

MORE PROOF THAT WJR IS POWERED FOR RESULTS

Call or write your nearest PETRY office

WJR

CBS
50,000 WATTS

THE GOODWILL STATION, INC.—Fisher Bldg., Detroit

G. A. RICHARDS
Chairman of the Board

HARRY WISMER
Vice President and General Mgr.

SPONSOR

Vol. 4 no. 8 10 April 1950

digest

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Cover picture shows Mickey Heath, WEMP sportscaster, interviewing Milwaukee Brewers' manager. (Baseball: page 30)

Editor & President: Norman R. Glenn
Secretary-Treasurer: Elaine Couper Glenn
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ARTICLES

What broadcasters think of the NAB

SPONSOR reveals that broadcasters want more action from NAB. Digest (p. 27) gives point-by-point summary. Article (p. 28) gives full analysis — 27

Play ball: 1950

Baseball broadcasting will have boom year in 1950, reflecting sport's peak popularity. Network activity the keynote this year — 30

It happens every spring

Benjamin Moore's seasonal network show has been "Selling Moore Paint" for 21 years. The company uses radio alone among all advertising media — 32

Tools of the trade

A cross-section of the radio industry's tools for advertisers. SPONSOR explains how trade associations, the networks, the national representatives . . . etc., aid advertisers — 34

Brand preferences in TV homes

Research by Advertest among 588 housewives reveals that television is strong sales force, builds brand sales among viewers — 36

What broadcast advertisers want to know

This is a year of problems; to find out what questions were uppermost in minds of sponsors, a representative of SPONSOR spoke to dozens of advertisers at the AAAA and ANA conventions — 38

IN FUTURE ISSUES

Department stores on TV

Across the U.S. department stores are using television effectively. A round-up report on objectives, results, techniques — 24 April

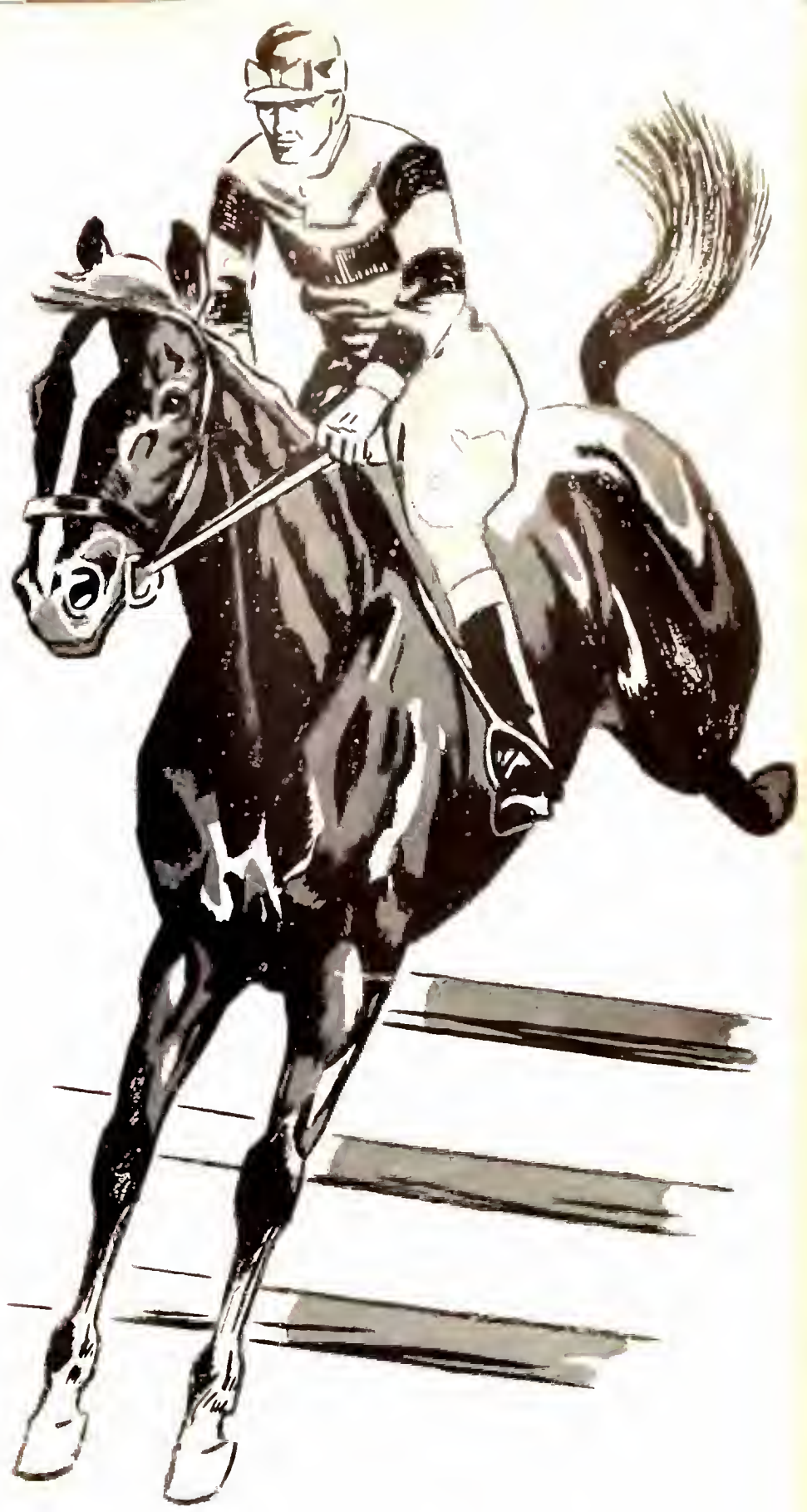
Radio is a growing industry

Dire predictions about radio's future were all wet. An upcoming industry story will explain why — 24 April

Aid for timebuyers

Valuable method of judging station's share of audience from new BMB ratings has been developed. It should be an aid to sponsors planning spot campaigns — 24 April

IT'S EASY, IF YOU KNOW HOW!



YOU don't have to jump to any hazardous conclusions to etermine what station is really outstanding in the Shreveort area. KWKH's superior experience and programming now-How produce *statistical proof of leadership!*

WKH's Clear-Channel, CBS signal comes in strong and lear in hundreds of booming Mid-South counties. . . . lew BMB and mail-pull figures prove that KWKH is an utstanding favorite throughout these *rural* areas!

hreveport Hooperatings (Dec. '49-Jan. '50) tell the same ory of KWKH's *urban* superiority:

KWKH got a 70.9% greater Share of Audience than Second Ranking Station, for Total Rated Periods!

KWKH was first, weekday mornings, by an overwhelming 118.9%!

et us send you all the facts — *today!*

50,000 Watts · CBS ·

KWKH

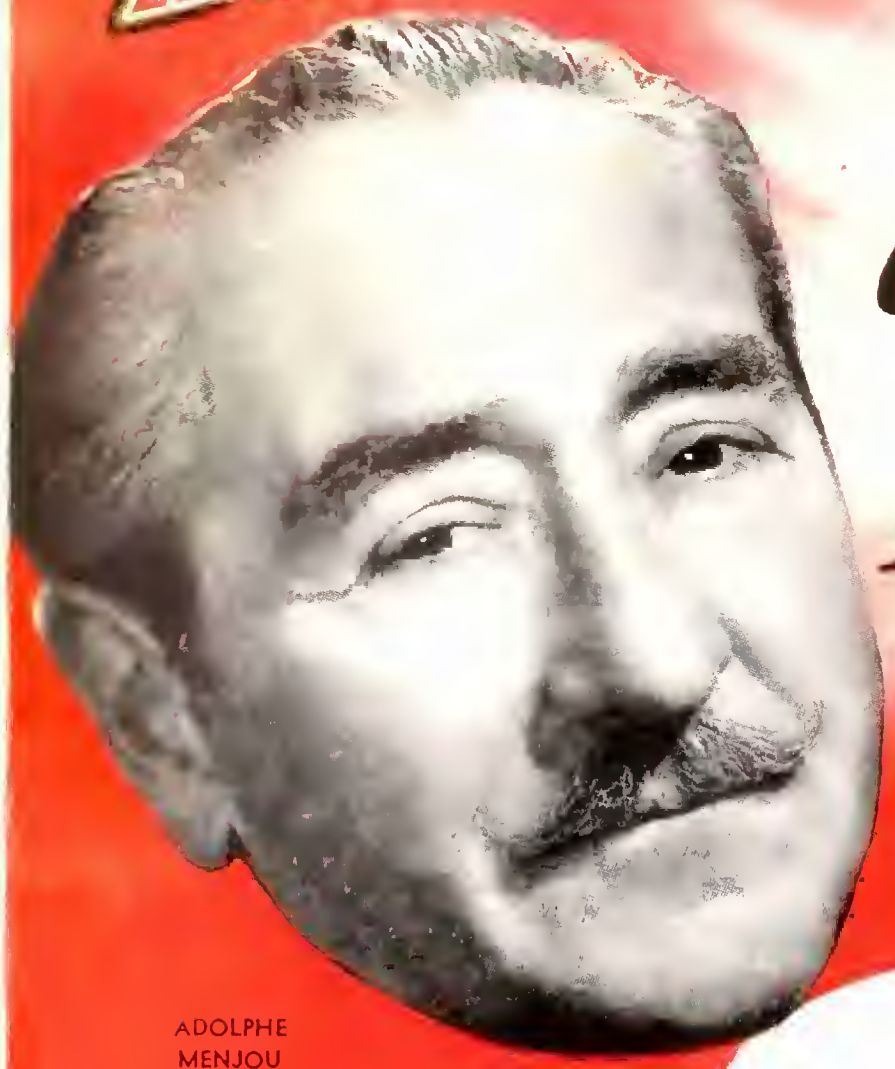
SHREVEPORT Texas **LOUISIANA** Arkansas

The Branham Company
Representatives

Henry Clay, *General Manager*

ZIV's

ZIV's New, Low-Priced
A Terrific Selling Jo



ADOLPHE MENJOU

"MEET T

BIG HOLLYWOOD NAMES!

TOPS ALL MR. & MRS. SHOWS!

Built For SINGLE SPONSORSH

3 COMMERCIALS ON EVERY 15-MINUTE SHOW!

TODAY'S MOST PROFITABLE, MOST MERCHANDISABLE PROGRAM!

Radio's Most Entertaining Quarter Hour!

Adolphe Menjou and Verree Teasdale have terrfic and continuing appeal for housewives.

They talk about movie greats and music—fashions and food — teen-agers and travel — problem parents and pets—timely headline topics!

Peter, their 12-year old son, completes the family group. Their charm and personality, keep audience interest at a boiling point.

BOUGHT BY STATIONS LIKE THESE:

WBSM	New Bedford	100 W. Ind.
WMNB	North Adams	100 W. Ind.
KORE	Eugene	250 W. MBS
KROC	Rochester	250 W. NBC
WFPG	Atlantic City	250 W. ABC
WEIM	Fitchburg	250 W. MBS
WWWB	Jasper	250 W. Ind.
WRDO	Augusta	250 W. NBC
KXLJ	Helena	250 W. NBC
WCOS	Columbia	250 W. ABC
WCLT	Newark	500 W. Ind.
WJCD	Seymour	500 W. Ind.
WSLS	Roanoke	1,000 W. ABC
KXRO	Aberdeen	1,000 W. MBS
WELI	New Haven	1,000 W. ABC
WKOP	Binghamton	1,000 W. MBS
WIOD	Miami	5,000 W. NBC
KOTA	Rapid City	5,000 W. MBS
WNDR	Syracuse	5,000 W. CBS
WEBC	Duluth	5,000 W. NBC
KJR	Seattle	5,000 W. ABC
WNOX	Knoxville	10,000 W. CBS
WOR	New York	50,000 W. MBS
KCMO	Kansas City	50,000 W. ABC
KEX	Portland	50,000 W. ABC
WSB	Atlanta	50,000 W. NBC

. . . AND HUNDREDS MORE!

THESE ZIV SHOWS SHOU

• ADDITIONAL CURRENT ZIV HIT SHOWS: • The Cisco Kid • It's Showt
Wayne King Show • Barry Wood Show • Sincerely-Kenny Baker • Pleu
Manhunt • Easy Aces • Forbidden Diary • Dearest Mother • Career
• Parents' Magazine On The

Across-The-Board Show Is Doing For Stations And Sponsors!

"THE MENJOUS"

HIGHER RATINGS! LOW-PRICED!

...or PARTICIPATION SPOTS!

VERREE
TEASDALE
MENJOU

BOUGHT BY ADVERTISERS LIKE THESE:

E. W. Edwards Dept. Store	WGR	Buffalo
Younkers Dept. Store	KTRI	Sioux City
Sealy Mattress	WBAP	Dallas-Fort Worth
Sealy Mattress	WMPS	Memphis
Spring-Air Mattress	KPHO	Phoenix
Spring-Air Mattress	KCNA	Tucson
Pure Sealed Dairy	WGL	Fort Wayne
Banner Dairy	KWKC	Abilene
Hemenway-Johnson Furn. Co.	KENT	Shreveport
Awrey Bakeries	WJBK	Detroit
Omaha Public Utility	KBON	Omaha
Akron Savings & Loan	WHKK	Akron
Forbes Coffee	KXOK	St. Louis
Gill Coffee	WMBG	Richmond
Gill Coffee	WTAR	Norfolk
Hafner's Coffee	KQV	Pittsburgh
Griffin Grocery Co.	KOMA	Oklahoma City
White Lily Flour	WAPO	Chattanooga
General Electric Appliances	WAAB	Worcester
Philco Appliances	WGAL	Lancaster
Werx Soap	WKRC	Cincinnati
Albers Super Markets	WLOK	Lima
Cherry & Webb Dept. Store	WPRO	Providence
Trask's Dept. Store	WERC	Erie
Eavey's Super Market	WHBU	Anderson
Taylor Hardware	KTRE	Lufkin

. . . AND HUNDREDS MORE!

See the Amazing Success Story At

ZIV's N.A.B. EXHIBIT

Suite 500-501, Stevens Hotel, Chicago

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD

ON YOUR STATION!

n Hollywood • Guy Lombardo Show • Favorite Story (with Ronald Coleman)
ide • Korn Kobblers • Songs Of Good Cheer • Boston Blackie • Philo Vance
e Blair • Calling All Girls • Old Corral • Lightning Jim • Sparky And Dud
One For The Book

WGY completely blankets these 16 metropolitan markets*

AND...

Many other markets between and beyond

*HOOPER SURVEY, JANUARY, 1950

Metropolitan population of 16 Market Area—1,247,000 (Approximately the same as Baltimore's Metropolitan Area).

Retail trading zone population of the 16 Markets numbers 1,843,556 (Source: Audit Bureau of Circulations.)

Represented Nationally by NBC Spot Sales

WGY

A GENERAL ELECTRIC STATION

510 Madison

FARM FACTS HANDBOOK

I have just been informed that copies of Farm Facts Handbook are now available for use in advertising. Inasmuch as the Baker Company beams much of its advertising to a rural audience we are, naturally, quite interested in any information pertaining to this type of advertising.

WARREN J. MICHAEL
Sales Promotion Coordinator
The Baker Company
Minneapolis

● **Copies of Farm Facts Handbook are available without charge to new and renewal subscribers. To others, the price is $1.**

TV DICTIONARY

Relative to your TV Dictionary which you have featured in recent issues of SPONSOR, we note you are currently publishing this in booklet form.

In the event you are planning a free distribution to subscribers, will you kindly place us on your list to receive this booklet when it becomes available.

R. E. GIFFORD
Advertising Manager
Oldsmobile Division
Lansing, Michigan

Would you please send me a copy of the TV Dictionary as mentioned in your recent publications.

PENELOPE SIMMONS
Radio Timebuyer
Federal
New York

This is a request for a TV Dictionary as advertised in SPONSOR 13 March, page 34. Thank you very much.

KARL E. IRVIN
Research Department
McCann-Erickson
New York

Per your issue of SPONSOR 13 March, please send me a copy of the TV Dictionary.

HELEN MCDERMOTT
Warwick & Legler Inc.
New York

Will you please send me a copy of

WHY IS WEAS GEORGIA'S LARGEST MAIL-PULL STATION???

Because WEAS Has:

10,000 Watts at 1010

Georgia's largest labor, working-class, and rural audience

Georgia's largest religious audience

Largest percentage of Georgia's 1,083,000 Negro listeners

Distinctive block programming with no overlapping

WEAS Broadcasts nothing but the homey, informal, personalized programs which the Georgia homefolks like best.

A high degree of listener loyalty to WEAS is daily demonstrated by sales response to this personalized selling.

IF YOU ARE INTERESTED IN:

Georgia's retail sales market of $2,104,951,000 yearly . . . which includes $463,089,844 Negro sales . . .

OR

Atlanta's retail sales market of $1,166,387,000 yearly . . . which includes $243,405,140 Negro sales . . .

REMEMBER: No coverage of the Georgia market is complete without WEAS!!

For detailed mail, survey, and sponsor-business-growth reports, contact WEAS directly, or your nearest John E. Pearson Office.

WEAS

ATLANTA ★ DECATUR

the TV Dictionary for sponsors as offered in your 13 March issue.

LINNEA NELSON
J. Walter Thompson
New York

I would like to know if it would be possible to obtain half a dozen copies of your TV Dictionary.

We realize the value of your dictionary and would like very much to distribute it among our TV clients.

We would be grateful for any cooperation on your part in obtaining these dictionaries for us.

MICHAEL KAHN
Huber Hoge & Sons
New York

Mr. Peters is desirous of receiving a copy of the complete TV Dictionary in booklet form which is described on page 34 of your 13 March issue.

LUCILLE B. SIMMERMAN
Secretary to F. H. Peters
Advertising Manager
Frigidaire Division
Dayton, Ohio

• The above are typical of hundreds of letters received. Single copies of the TV Dictionary are available free to subscribers; additional copies are available at 25c per copy. Proportionally lower rates for quantity orders.

DIRECT MAIL WASTEFUL

Broadcasters are wasting many thousands of dollars on direct mail pieces and postage.

At the Daniel F. Sullivan Company, as at other agencies, everything relating to broadcasting is routed by the mail department to the Radio-TV Director. As a result I have from three to as many as six or eight duplicate pieces on my desk every morning. As an example, a station representative just sent out a set of five new TV rate cards. This morning I have five of these sets on my desk, one addressed to me, one to Mr. Daniel F. Sullivan and three to former staff members, some of whom have not been with us for two or more years. This morning I also have three identical program schedules from a Maine station, a Florida TV station and a New York independent. I also have four identical 6 x 9 inch cards from a second New York independent, all addressed to past and present members of our staff.

If SPONSOR would look into this—

(*Please turn to page* 24)

STANDARD BRANDS

are on CKAC

because CKAC

reaches

450,000

French radio

homes,

or 7

out of every 10

in Quebec

CBS Outlet in Montreal
Key Station of the
TRANS-QUEBEC radio group

CKAC

MONTREAL

730 on the dial • 10 kilowatts

Representatives:

Adam J. Young Jr. - New York, Chicago

William Wright - Toronto

BROADCAST MUSIC INC.

it's YOUR anniversary

10

22 NETWORKS

2082 AM RADIO STATIONS

394 FM RADIO STATIONS

94 TELEVISION STATIONS

150 CANADIAN RADIO STATIONS

1362 MUSIC PUBLISHERS and
their Composers and Authors

(as of April 1, 1950)

too!

Forecasts of things to come, as seen by SPONSOR*'s editors*

Outlook

Mars Incorporated makes rapid rise in candy industry

Mars Incorporated (Milky Way, Snickers, Mars) sales have risen from about $9,000,000 in 1939 to $47,000,000 in 1949 -- just slightly below its record-breaking sales year in 1948. Currently, Mars Incorporated (Howdy Doody, NBC-TV) accounts for almost one-fifth of all the nickel candy bars sold in this country. They are topped only by Hershey.

Price cutting may spread to TV and radio sets

New York department stores continue their price cuts on fair-traded electrical appliances because of the competition from discount houses who ignore fair trade laws. Price slashing, confined to small appliances (toasters, waffle irons and mixers) may spread to TV and radio sets.

Phonevision ready for Chicago test on 1 September

Hollywood film makers have supplied the Zenith Radio Corporation with enough motion pictures for their three-month Chicago test. The "pay as you see" test starts 1 September. E. F. McDonald, Jr., Zenith president, says the names of the films to be shown will not be revealed beforehand because of fears that movie house owners might boycott the films.

Packaging battle looms in future months

With tin cans now free of wartime controls, it should be a free-swinging battle for can, bottle and paper container manufacturers. Metal can shipments in 1949 were one percent above record-breaking 1948 shipments and the increase should continue. Glass container use dropped about eight percent while paper containers have shown an increase. Pepsi-Cola is currently conducting a test campaign in three markets (Florida, Illinois and New York) for its canned product. Should the tests prove successful, advertising for its canned drink, including radio and TV, probably will be in the offing.

2½ and 7½ cents coins would benefit soft drink and candy manufacturers

Candy and soft drink makers are anxious to have 2½ and 7½ cents pieces minted. Rather than raise their prices from 5 to 10 cents, the soda and candy men would prefer the 7½ cents charge. The new coinage would help them meet rising costs and, at the same time, would mean a fairer price to the consumer. It might create a problem, though, for the composers of singing commercials.

Mexican video men think they have sure-fire idea

Mexican television men hope to profit from U. S. video viewing tastes. Noting the phenomenal success and revival of wrestling because of TV, and the success of roller skating derbies, our neighbors across the border have some ideas of their own. When Mexican video gets started, promoters hope to make a financial success of bullfights via video.

New packaging may bolster sagging cigar sales

The cigar industry hit a post war peak of 5.6 billion units in 1946. Since that time, cigar sales have slumped alarmingly. Now Bayuk cigars has started triple-sealing packs of cigars in cellophane. This should spur the purchase of cigars in quantity rather than one or two at a time. The new packaging may be what the cigar industry is looking for. Meanwhile, a competitor, the General Cigar Company (White Owl) will attempt to bolster sales via its airings of Yankee baseball games on WINS.

Better public relations urged for the tobacco industry

The tobacco industry employs several million people; has domestic retail sales of $4,200,000,000. The industry collected $1,320,000,000 in taxes for the federal government and $400,000,000 for state and municipal governments. With this in mind, Philip Morris & Company president, O. Parker McComas (SPONSOR 27 February) urges a nationwide public relations program as an antidote to industry attacks and sensation-seeking articles in magazines. There may be changes in radio and other advertising copy to better industry's public relations.

Doubled and tripled ad rates help TV broadcasters get into the black

Television broadcasters have been losing money since TV's commercial debut in 1947. Now, approximately a score of the 102 stations on the air have begun to show a profit. Among the factors making the video ventures profitable are higher advertising rates to sponsors; more than 2,000 advertisers using the medium (less than 500 sponsors some 18 months ago); and an increased know-how in station operations.

Drug makers not worried about anti-histamine ad attacks

Despite unfavorable FTC publicity about their radio and newspaper advertising claims, Bristol-Myers, Analist and other cold pill manufacturers say they are not worried about sales. They contend that the public has used them with "safety" and will continue to use them.

New plan looms for Transit Radio

Look for Transit Radio to offer regional group of stations to transit advertisers at a package rate with a larger discount to those using all transit markets. Plan will get underway as soon as the number of transit radio markets reaches 100.

World's Largest Square Dance

covers 25 states and Canada

During a recent broadcast of its National Barn Dance, WLS suggested to listeners that they join us in a square dance, wherever they were. At 10:30 p.m. that Saturday night, our John Dolec called the dance, with music broadcast by the National Barn Dance entertainers.

Without any inducement, square dancers in 25 states and 5 Canadian provinces wrote WLS to tell us they joined with us in the "World's Largest Square Dance"—in their homes, in their clubrooms, wherever they were having parties. Illinois—Oregon—New Hampshire—Arkansas—Saskatchewan—Maine—Florida—letters came from everywhere.

Once again the popularity of WLS programming is demonstrated—as is the power of WLS to bring response. For more information about this 50,000-watt station, with its loyal, friendly audience of substantial family folks, see your John Blair man or call WLS.

In 1949—proof of loyal listening throughout Chicago and the midwest.

WLS The PRAIRIE FARMER STATION CHICAGO 7

CLEAR CHANNEL Home of the NATIONAL Barn Dance

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

SHOWS THAT SELL + X = $

Yes...**X** is the *new* Associated Program Merchandising Service

A complete modern package of unique (1) powerful **sales helps,** (2) dynamic **promotion aids,** and (3) profitable **merchandising tips.** Another ***plus value*** for all Associated library subscribers.

1 THE SHOW SELLER
. . . it sells shows

your own personalized sales presentation for *your* Associated shows. There is a special spot for *your* price quotation. Open the Associated Show Seller on your prospect's desk and follow the lead of this dynamic sales aid, a powerful "assist" to the closing of your contract. Each page emphasizes and points up your own sales pitch.

2 THE SHOW PROMOTER
. . . it builds audience

a special kit chock full of audience-building promotion aids to back up your sale. The Show Promoter—there's one for each Show Seller—includes ad mats, publicity releases, teaser spots, star biographies, star glossies, streamers, carcard, mail stuffers, post card, window card and counter card layouts.

3 THE ASSOCIATED PROGRAM MANUAL
. . . it creates profits

a complete and continuing clearing house for profit-building sales ideas, program and production aids, talent news, special events coverage, and scores of other features of vital interest to radio Sales, Program, Publicity, and Promotion Departments.

Write for details about the Associated PROGRAM MERCHANDISING SERVICE

A terrific NEW income-producing medium

from . . .

Associated THE BASIC **RADIO LIBRARY**

ASSOCIATED PROGRAM SERVICE ♪ ♪ ♪ 151 WEST 46th STREET ♪ ♪ ♪ NEW YORK 19, N. Y.

New and renew

These reports appear in alternate issues

New on Networks

SPONSOR	AGENCY	NET STATIONS	PROGRAM, time, start, duration
General Mills	Knox Reeves	MBS 100	Welcome Back Baseball; Sun 7:30-8 pm; April 16 only
Hot Point Inc	Maxon	CBS 173	Program unnamed; Sun 5-6 pm; May 14th only
Richfield Oil Corp	Morey, Humm & Johnstone	CBS 34	Escape; Fri 10 10:30 pm; April 21; 52 wks
Gulf Products	Young & Rubicam	MBS 385	The Lanny Ross Show; M-F 12:15-30 pm; May 1

Renewals on Networks

SPONSOR	AGENCY	NET STATIONS	PROGRAM, time, start, duration
American Tobacco Co	BBD&O	NBC 166	Your Hit Parade; Sat 9-9:30 pm; April 22; 52 wks
Bell Telephone Co	N. W. Ayer	NBC 155	Telephone Hour; M 9-9:30 pm; April 17; 52 wks
Doubleday	Huber Hoge	NBC 43	Edwin C. Hill Facts Unlimited; Sun 4-4:30 pm; March 5; 5 wks
The Equitable Life Assurance Society of the U. S.	Warwick & Legler	ABC 280	This Is Your FBI; Fri 8:30-9 pm; Mar 31; 52 wks
General Foods Corp	Young & Rubicam	CBS 68	The Second Mrs. Burton; M-F 2-2:45 pm; March 27; 52 wks
General Foods Corp	Benton & Bowles	NBC 89	Portia Faces Life M-F 5:15-30 pm; March 27; 52 wks
Lever Brothers	Young & Rubicam	CBS 151	When A Girl Marries; M-F 5-5:15 pm; March 27; 52 wks
Manhattan Soap Co	Duane Jones	NBC 164	Arthur Godfrey's Talent Scouts; M 8:30-9 pm; April 3; 52 wks
Miles Laboratories Inc	Wade	ABC 70	We Love And Learn; M-F 11-11:15 am; March 27; 52 wks
Miles Laboratories Inc	Wade	NBC 148	Edwin C. Hill; M-W-F 7-7:05 pm; April 3; 22 wks
National Biscuit Co	McCann Erickson	MBS 55 additional stations	News of the World; M-F 7:15-30 pm; April 3; 52 wks
Sterling Drug Inc	Bancer-Fitzgerald-Sample	ABC 206	Straight Arrow; Tu, Th 5-5:30 pm; March 28
			My True Story; M-F 10-10:25 am; May 1; 52 wks (Expanded sponsorship. Since June 7 Sterling Drug sponsored program on Tu and Th).

National Broadcast Sales Executives (Personnel Changes)

NAME	FORMER AFFILIATION	NEW AFFILIATION
Carlton R. Applehy	Ontario Daily Report, Ontario, California, mgr	KOCS, Ontario, supervising mgr
Louis Breault	WFAA, Dallas, public affairs dir	Same, head of continuity dept
Thomas D. Connolly	CBS, N. Y., radio program sls	Same, tv program sls
Selvin Donneson	WWRL, Woodside, L. I., sls staff	Same, sls prom mgr
James H. Ferguson	WLW-T, Cincinnati	WSAZ-TV, Huntington, West Virginia, prog dir
Ray C. Huffer	WFAA, Dallas, public affairs office	Same, sls prom mgr
Harry L. Koenigsberg	WFAA, Dallas, continuity department	Same, pub dir
Bert Libin	WOL, Washington, D. C.	WWDC, Washington, D. C., acct exec
Joseph Lopez	WEAN, Providence, R. I., mgr	Yankee Network sls office in Boston, head of office
Duane McKinney	NBC, N.Y., dir-prod	Official Television Inc, N. Y., exec prod
Ronnie Manders	Standard Radio Transcriptions, publ mgr	KFI & KFI-TV, L. A., asst to prom and publ dir
John J. A. Michel	U. S. Navy, Lieutenant Commander	NBC, N. Y., Supervisor of the employee services section
Cyril Penley	KOA, Denver, news department	Same, prom mgr
A. Richard Robertson	University of Utah, member of pub rel staff	KSL, Salt Lake City, prom and merchandising asst
Kristian Solberg	WSPR, Springfield, Mass., treasurer's office	Same, asst treasurer
Bud Stimson	ABC, N. Y., stations department	Same, N. Y., TV sls acct exec
Alan C. Tindal	WSPR, Springfield, Mass., comml dept	Same, stn mgr and board of dir

• *In next issue: New National Spot Business: New and Renewed on Television; Station Representation Changes: Advertising Agency Personnel Changes*

Sponsor Personnel Changes

NAME	FORMER AFFILIATION	NEW AFFILIATION
R. M. Budd	———	Campbell Soup Co, Camden, N. J., gen adv mgr
C. T. Burg	Iron Fireman Corp., Cleve., charge of sls	Same, pres
James W. Carkner	Pepsi Cola, N.Y., dir	Same, chairman of the exec committee
Steve Girard	Kaiser-Frazer Corp, Willow Run, vp K-F Export Corp	Kaiser-Frazer, Willow Run, gen sls mgr
Archibald R. Grausteln Jr	Thomas J. Lipton Inc, N. Y., dir of market research	Lever Brothers, N. Y., dir of market research
J. R. Johnson	Campbell Soup Co, Camden, N. J., asst to adv mgr	Same, adv mgr (Franco-American Products)
F. S. Jones	Colorado Fuel & Iron Corp, Denver, gen mgr of comml steel sls	Same, vp in charge of sls (effective 1 April)
John H. Kelly	Emerson Drug Co, Balto., vp & dir of adv (Bromo Seltzer)	Same, exec vp
J. W. Kileran	Colgate-Palmolive-Peet Co., merchandising exec	John T. Stanley Co Inc, N. Y., sls mgr
Michael Krift	Advertisers' Exchange Inc, N. Y., assistant to copy chief	Doughnut Corporation of America, N. Y., assistant adv mgr
Walter P. Lantz	Lambert, N. Y., head of market research	Bristol-Myers, N. Y., adv mgr
Walter B. Magee	Alfred D. McKelvy Co, N. Y., asst to pres	Same, sls mgr
Harry P. Megargee	American Gas & Electric Service Corp, N. Y., dir of pub rel	Same, dir
Edward J. Nelson	Globe Knitting Works, Grand Rapids, N. Y., offic mgr	Same, N. Y. sls mgr
Robert G. Spears	Standard Brands Inc, N. Y., product mgr	Lever Bros., N. Y., vp and gen mgr of Jelke Good Luck Products div
H. M. Stephens	Lever Bros., N. Y.	Campbell Soup Co., Camden, N. J., adv mgr (soups)
Carl W. Valeck	Greyvan Lines Inc, vp in charge of sls	Tropic-Aire Inc, Chicago, gen sls mgr
George M. Vallender	Waltham Watch Co, adv mgr	Ross-Dorry Co, Newton, Mass., adv mgr
George W. Westfall	———	Hotpoint Inc, Chicago, mgr of market research

New Agency Appointments

SPONSOR	PRODUCT (or service)	AGENCY
Addressing Machine & Equipment Co, N. Y.	Typewriters	Edward Einhorn Inc., N. Y.
American Safety Razor Corp, N. Y.	Cameras & accessories	McCann-Erickson, N. Y.
Axel Brothers Inc, Long Island City	Diamond rings	Bayard, N. Y.
Barnhardt Mfg Co, Charlotte, N. C.	Cotton products	Lee Ramsdell & Co Inc, Phila.
Beste's Provision Co, Wilmington, Delaware	Pork provisions	Kates-Haas, Wilmington
The Bilco Co, New Haven, Conn.	Manufacturer of cellar doors	Ormsbee & Gilbert, Milford, Conn.
Blumenthal Brothers, Phila.	Packaged candy	Lavenson, Phila.
Book Find Club Inc, N. Y.	Book club	William Warren, Jackson & Delaney, N. Y.
The Borden Co, N. Y.	Dairy products	Young & Rubicam, N. Y. (effective 3 April; for scheduling of local radio advertising and TV advertising)
Bruco Engineering Corp, S. F.	Packaging	West-Marquis, S. F.
Buckeye Potato Chip Co, Columbus, Ohio	Potato chips	Byer & Bowman, Columbus, Ohio
Butler Mfg Co, Kansas City, Missouri	Steel fabrication	Carter, Kansas City, Missouri
Clark Brothers Chewing Gum, Pittsb.	Chewing gum	McCann-Erickson, N. Y.
Colden Manufacturing Co Inc, Newark, N. J.	Mattresses	Felton, N. Y.
William Cooper & Nephews Co, Chicago	Dog remedies	Phil Gordon, Chicago
Crescent Nut & Chocolate Co, Phila.	Candy	Harry Feigenbaum, Phila.
d'Arsac, N. Y.	Cravats	Tracy, Kent & Co, N. Y.
Diamond State Brewery Inc, Wilmington	Brewery	McLain-Dorville, Phila.
Dictograph Products Inc	Hearing aids	Atherton, L. A.
The George E. Drake Baking Co, Pittsb.	Baked goods	Wasser, Kay & Phillips Inc, Pittsb.
Dulane Inc, River Grove, Illinois	"Fryryte" appliances	Ruthrauff & Ryan, Chicago
Allen Edmonds Shoe Corp, Belgium, Wisconsin	Shoes	Jim Baker, Milwaukee
Eisman, Ewen & Rose Inc, N. Y.	Penthouse products (closet accessories & notion)	Irwin Wayburn & Co, N. Y.
Farm-Rite Implement Co, Chicago	Windrowers	DeMunn & McGuiness Inc, Chicago
Fort Worth National Bank, Ft. Worth, Texas	Bank	Glenn, Fort Worth, Texas
Frank Fehr Brewing Co, Louisville	Beer	Le Vally Inc, Chicago
Flota Aerea Mercante Argentina, N. Y.	FAMA airline	Buchanan & Co, N. Y.
Foremost Chemicals, Dalton, Ga.	Bedspreads	Maury, Lee & Marshall, N. Y.
Gilbert-Jordan Products Co, Watsonville, California	Furniture specialties	Keith Babcock, S. F.
Holdenline Co, Cleveland	Plastic-shielded lighting features	Foster & Davies Inc, Cleveland
Howe Folding Furniture Inc, N. Y.	Furniture	Platt-Forbes Inc, N. Y.
Isaly Dairy Stores, Pittsb.	Stores	Wasser, Kay & Phillips Inc, Pittsb.
Johnson & Johnson, New Brunswick, N. J.	Dental division	L. W. Frohlich & Co Inc, N. Y.
Klamath Potato Growers Association, Klamath Falls, Oregon	Potatoes	Gerth Pacific, S. F.
Larson Laboratories, S. F.	Adhesive balm	The Yount Co, Erie, Pa.
Le Page Inc, Gloucester, Mass.	"Miracle Mender"	Harry M. Frost, Boston
Arthur C. Mangels Industries, Phila.	Paint products	Rolley & Reynolds Inc, Phila.
Marquette National Bank of Minneapolis	Bank	Erwin, Wasey & Co, Minneapolis
Modglin Co Inc, L. A.	Brooms	Compton, N. Y. (effective 1 June)
Monarch Wine Co, Brooklyn	Wines	Donahue & Co Inc, N. Y.
Mytelka & Rose Inc, Newark, N. J.	Capehart TV distributors	Levy, Newark, N. J.
Peter Paul Inc, Naugatuck, Conn.	Candy manufacturer	Maxon, N. Y.
Charles Pfizer & Co, Brooklyn	Antibiotic division	William Douglas McAdams Inc, N. Y.
Philadelphia Leather Goods Corp, Philadelphia	White Star luggage	Ellington & Co Inc, N. Y.
Radiant Baseboard Panels Inc, New Britain, Conn.	Baseboard heating	Charles Palm & Co, Hartford
Rondont Paper Mills Inc, Napanoch, N. Y.	Paper mills	S. Duane Lyon, N. Y.
Squaw Valley, California	Ski resort	Knellin, S. F.
Stay Chemical Co, Detroit	Insecticide	Ran-Mahlin, Detroit
W. J. Sutcliffe Co, East Rutherford, N. J.	Paints and varnishes	Mercready, Handy & Ven Denburgh, Newark
Utan Plastics Co, N. Y.	Plastic bags	Armstrong, Schleifer & Ripin, N. Y.
Town & Country Market, L. A.	Market	Irwin Co Inc, Beverly Hills
Tuxedo Yarn Co, Flushing, N. Y.	Slipper soles	George N. Kahn Co, N. Y.
United Board & Carton Corp, Syracuse	Boards and cartons	Barlow, Syracuse
United Mills Corp, Mt. Gilead, N. C.	Lingerie	Shappe-Wilkes Inc., N. Y.
Vacu Blaster Co, San Mateo	Industrial technique for blast cleaning	L. C. Cole, S. F.
Weed & Co, N. Y.	Radio and TV station representative	O'Brien & Dorrance Inc, N. Y.
Western Solvents Inc, Longmont, Colorado	Oil & Meal	Advertising Unlimited, Denver
Wolverine Harness Raceway Inc, Detroit	Raceway	BBD&O, Detroit

Spur your sales in Los Angeles and San Francisco with . . .

KHJ

5000 WATTS **LOS ANGELES** 930 KC

KFRC

5000 WATTS **SAN FRANCISCO** 610 KC

For economical, complete coverage of the Pacific Coast's 2 biggest markets, use these Key Stations of DON LEE– the Nation's Greatest Regional Network.

Represented Nationally by JOHN BLAIR & CO.

Mutual
DON LEE
BROADCASTING SYSTEM

3 MINUTES
on the house

PHONE ANY HOUSEWIFE IN SAN ANTONIO AT OUR EXPENSE

ASK HER ABOUT KITE!

No kidding! Just send her name, number, and the charges to Jack Koste at Indie Sales (or to KITE). We'll pay for the first 3 minutes from any recognized time buyer!

Here's real proof of preference by the gals who spend 85% of every retail dollar . . . and backed by Hoopers that deliver more listeners per dollar . . . every time!

Get the up-to-date San Antonio story first-hand, and for free, by picking up your telephone!

"the wife's favorite station"
1000 WATTS
930 on ANY dial
SAN ANTONIO
KITE

Represented by
INDEPENDENT METROPOLITAN SALES
New York - Chicago

WINSTON-SALEM, N.C.

Home of 314
Manufacturing and
Processing Industries

National Rep: The Walker Co.

WAIR
WINSTON-SALEM
NORTH CAROLINA

Mr. Sponsor

Lewis H. Brown

Chairman of the Board
Johns-Manville Corp., New York

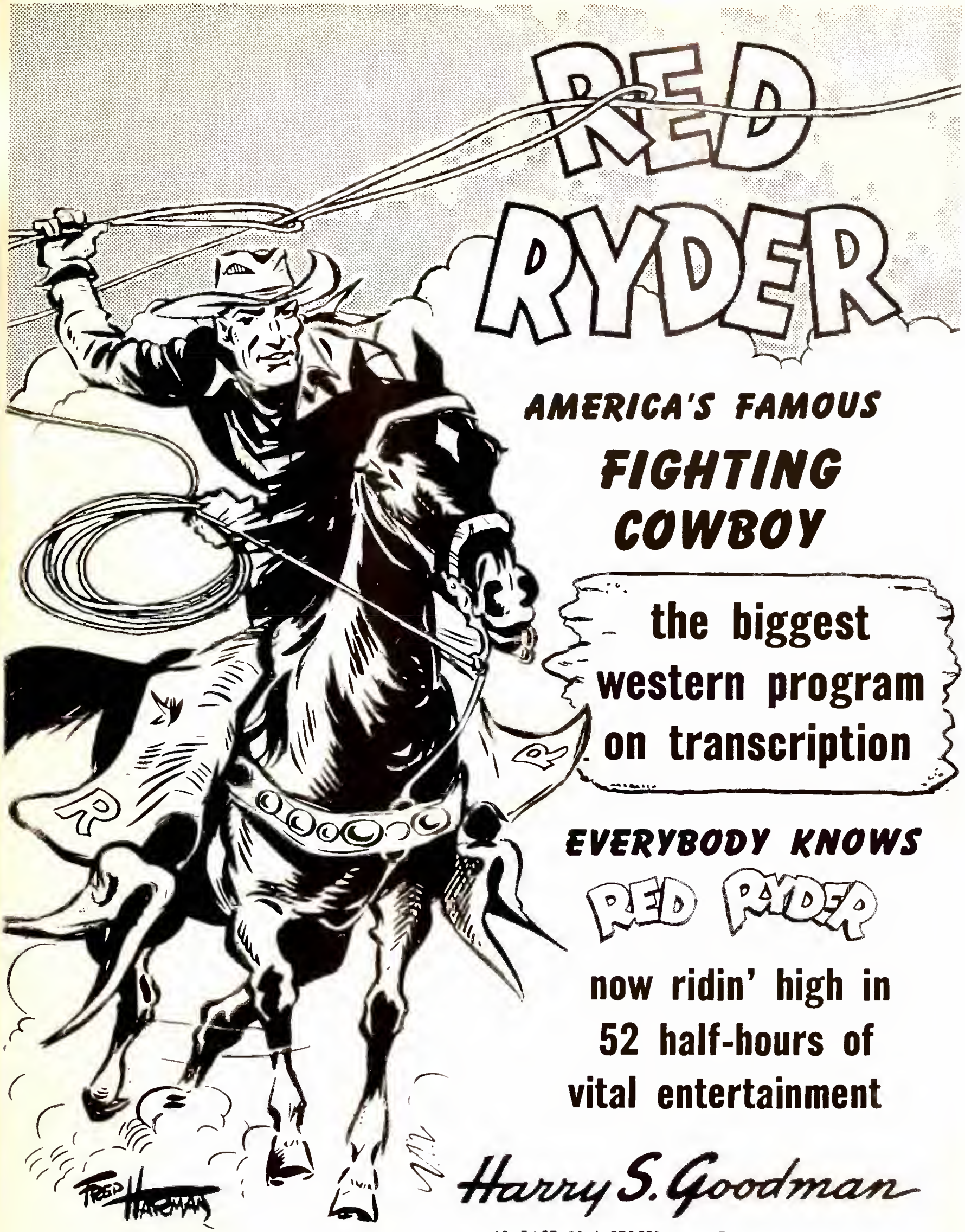
Thin-haired hoosier Lewis H. Brown took the first important step in his long and successful career in 1919. After serving in World War I as an infantry captain, he got a job in Montgomery Ward's personnel department although he admitted he knew nothing about its operation. Company officials were impressed with his stately appearance (six-feet-two, 230 pounds), modest manner, and eagerness to learn.

After eight years Brown was made assistant operating manager of all plants. T. F. Merseles, then president of Ward, was highly pleased with Brown's competency and capacity for work. When he accepted the presidency of Johns-Manville, he invited Brown to come along as his assistant. He accepted. Two years later Merseles suddenly died. The Johns-Manville hierarchy lost no time in selecting the Iowa-born assistant to fill the vacancy.

As president of the world's largest producer of building materials, Brown adopted several ideas for closer harmony between employees, management, and shareholders. He was one of the first top industry chiefs to conduct a series of informal, regional stockholder meetings in cities throughout the country. He instituted a system of employee attitude surveys. Employees were given free rein to admonish or admire the company management. In addition, he permitted collective bargaining and installed the eight-hour day, 40-hour week long before these were required by law.

Back in 1937 Brown started the policy of making financial reports to employees as well as stockholders. These reports are issued twice a year. To Brown, management is a trusteeship. He believes that top-level executives are responsible for maintaining the delicate balance between stockholders, employees, customers and the general public. For his "outstanding contributions in the field of industrial management," the Franklin Institute of Pennsylvania awarded him the Vermilye Medal in 1939. He was the first man to receive it.

Of the company's estimated $2,000,000 annual ad budget, $844,832 was spent for network radio in 1948. In 1949 the amount allocated to net-radio was upped to $1,211,695. Johns-Manville is currently sponsoring *Bill Henry and the News*, Monday-Friday, 8:55-9 pm, over 413 stations of the Mutual Broadcasting System.


RED RYDER
AMERICA'S FAMOUS
FIGHTING COWBOY
the biggest western program on transcription
EVERYBODY KNOWS
RED RYDER
now ridin' high in 52 half-hours of vital entertainment
Harry S. Goodman
19 EAST 53rd STREET • NEW YORK, N. Y.
NAB CONVENTION HEADQUARTERS: Suite 515A-517A Hotel Stevens
Licensed by Stephen Slesinger, N. Y., N. Y.

k-nuz SUCCESS STORY! NO. 3

Mr. C. B. Hunt

C. B. HUNT MATTRESS, INC., located at 6320 Harrisburg Blvd., Houston, Texas, manufactures and sells to the retail trade custom built mattresses, and offers upholstering service. Here's what Mr. C. B. Hunt, owner of this Houston firm, says about K-nuz: "During the twelve years that the C. B. HUNT MATTRESS COMPANY has been in Houston we have bought all types of advertising, but never in my life have I seen such direct and immediate response as we have enjoyed from our three quarter hour programs of "Collie's Corral" over K-nuz. For example, during November and December, 1949, our upholstery business was up more than 100%, an increase we can honestly accredit to our radio program over K-nuz. We may safely be regarded as permanent clients of K-nuz."

(Upon request K-nuz will be happy to furnish complete story of the success of the C. B. HUNT MATTRESS COMPANY, or you can contact Mr. C. B. Hunt at his factory, 6320 Harrisburg Blvd., Houston, Texas, telephone WEntworth 5518.)

Before you buy the Houston market check the top Hooperated availabilities K-nuz offers. You'll be dollars ahead in sales and savings.

CALL, WIRE OR WRITE

FORJOE: NAT. REP.

DAVE MORRIS, MGR.

CE-8801

k-nuz

(KAY-NEWS)

9th Floor Scanlan Bldg.

HOUSTON, TEXAS

New developments on SPONSOR stories

p.s.

See: "Contests and Offers"

Issue: 18 July 1949, p. 80

Subject: Frequent smaller contests

Are network give-away programs giving way to local gift shows? "Yes," says Don Barry, National Director, Prizes, Inc. "The once very popular lavish network handout show," he told SPONSOR, "seems to have taken an almost overnight drop, and it looks as if its days are numbered. Not so with the small participating give-aways on the local stations; these are becoming more popular than ever."

In its story "Contests and Offers," SPONSOR described give-aways which had been given a local twist to the benefit of both stations and advertisers. As an illustration of a new type of give-away which has gained popularity, Mr. Barry cited *Musical Tune-o*. This show, and several similar ones, have been taking local stations by storm.

It is packaged on a large scale, and used as a give-away tied in with local merchandising. The show is conducted as a musical game played like bingo. Listener participants pick up cards prior to the show from the local merchant sponsor. As songs are played and named during the program, listeners fill in the cards as if they were playing bingo.

Various prizes are offered, ranging up to a $500 or $1,000 jackpot limit; smaller prizes average about $100.

In a recent survey conducted by Prizes, Inc., it was found that "the practical article which they have a reasonable chance of winning rates, with most people, above the (network) pie-in-the-sky." The approximate odds against winning something on some network shows are 60,000,000 to 1; the odds against picking up a prize on a local show are usually about 20 to 1.

The small give-away show seems sure to survive. It has already demonstrated a consistent drawing power over the years.

p.s.

See: "Selling the Undergraduate"

Issue: February 1947, p. 15

Subject: Intercollegiate Broadcasting System

The college crowd's radio network has racked up a big sale.

The Intercollegiate Broadcasting System recently announced a new 12-month advertising contract with the New York Bell Telephone Company. The company will use spot schedules on five Intercollegiate Broadcasting System stations in New York State: WNTC, Clarkson College of Technology; WVBR, Cornell University; WRPI, Rennselaer Polytechnic Institute; KSLU, St. Lawrence University; and WRUC, Union College.

The IBS, a non-profit association of 73 campus broadcasting stations, with a combined staff of over 3,500 students, celebrated its 10th anniversary 19 February. It started with only 12 colleges back in February 1940. Function of the system is to establish operating codes and represent college stations collectively before advertisers, publishers, and government agencies.

IBS offers advertisers the opportunity to reach the rich college market directly; and, as SPONSOR pointed out in "Selling the Undergraduate," student tastes are more than apt to become permanent once they have been established.

Some time ago IBS withdrew from active representative participation in national accounts, but is now planning to pick it up.

This summer walk off with a pretty profit

You can make your sales grow in the Summer and stay in full bloom. By putting your product on WCCO *all year round*... Fall, Winter, Spring *and Summer*.

That's because your customers in WCCO's rich Northwest territory spend more than $686,000,000 in retail sales during June, July and August. And you can reach them at a *low* Summer cost-per-thousand!

No wonder 60 big national spot and local advertisers (25% more than the year before) stayed on WCCO *all year round* last year. They found that in the Twin Cities WCCO commands an average Summer daytime Hooper of 6.5. And now delivers 42% *more* Summer radio-families-per-dollar than in 1946!

To walk off with a pretty profit, call us about a hot WCCO sales-personality (like Larry Haeg, for example). And watch WCCO send your sales UP with the temperature!

50,000 watts • 830 kilocycles

Minneapolis-St. Paul **WCCO**

Represented by Radio Sales

Columbia Owned

in Northern Ohio

WTAM delivers 30 markets

the largest newspaper delivers 2

How many markets does your advertising reach in Northern Ohio? How many advertising outlets must you use in order to cover these markets?

If you use the largest newspaper in Northern Ohio, you will really *penetrate* only two markets (Cleveland—68% coverage, Painesville—24% coverage). In order to effectively penetrate as many as thirty markets in the area you would probably need 15 or 20 newspapers . . . and a formidable budget.

If you use WTAM, Cleveland, you will penetrate 30 markets day and night. No other single advertising outlet in Northern Ohio delivers so many individual markets . . . yet the cost is *lower* than other media delivering only one or two markets.

NBC CBS **SPOT SALES**

NEW YORK • CHICAGO • CLEVELAND • SAN FRANCISCO • HOLLYWOOD

City	WTAM Penetration % Daytime	% Evening	Area's Largest Newspaper Penetration % Daily
Cleveland	81	93	68
Akron	83	87	*
Canton	79	92	*
Youngstown	63	84	*
Warren	75	85	*
Massilon	82	87	*
Mansfield	67	76	*
Alliance	88	94	*
Wooster	91	93	1
Ashtabula	76	84	3
Cuyahoga Falls	74	85	*
Ashland	85	90	8
Lorain	85	95	4
Salem	81	90	*
Coshocton	48	52	*
Painesville	85	97	24
Conneant	53	66	3

*Less than one percent

Source for WTAM penetration: BMB Study No. 2 March 1949. Percentage of total families in city listening to WTAM.

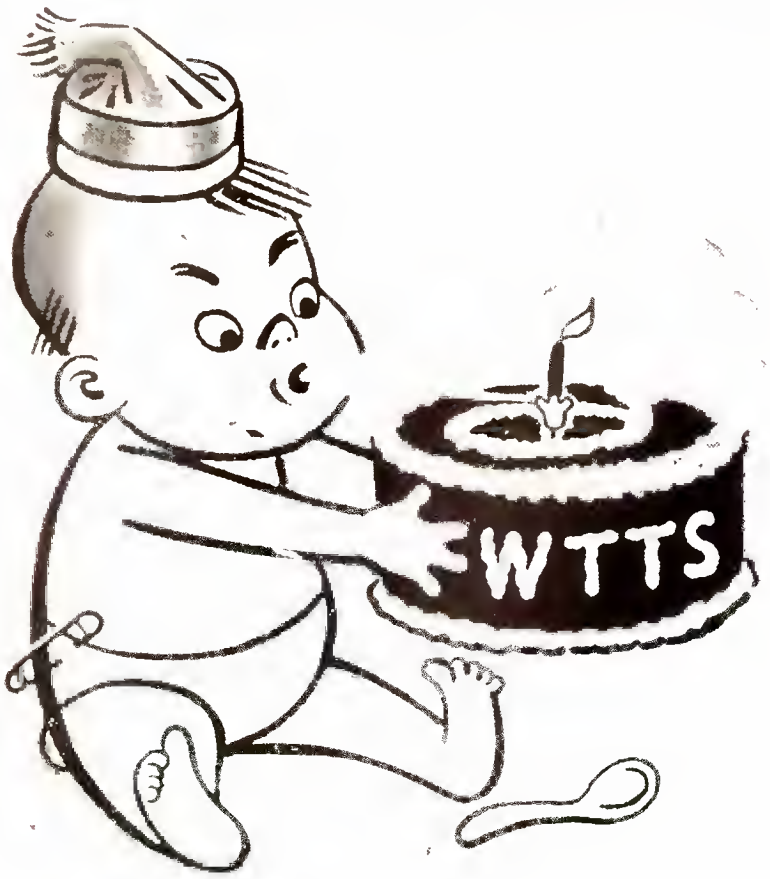
Source for newspaper penetration: Audit Bureau of Circulations March 1949. Percentage of total families in city reading this newspaper.

For similar market penetration comparisons of the areas served by seven major radio stations, write NBC SPOT SALES, New York 20, N. Y. You will find that stations represented by NBC SPOT SALES deliver more markets with deeper penetration than any other advertising medium.

INFORMATION AVAILABLE ON:	SERVED BY
Metropolitan New York and New Jersey	WNBC, New York
Illinois, So. Wisconsin and No. Indiana	WMAQ, Chicago
Northern Ohio and N. W. Pennsylvania	WTAM, Cleveland
Washington, D. C., Maryland and No. Virginia	WRC, Washington
No. California	KNBC, San Francisco
Colorado, Wyoming, W. Kansas and W. Nebraska	KOA, Denver
Eastern New York and Western New England	WGY, Schenectady

JUST A YEAR OLD—

AND NOW LEADING THE FIELD IN THE BLOOMINGTON AREA



AND, WHAT'S MORE, WE'RE GOING TO 5000 WaTTS!

(That'll boost our coverage market in central and southern Indiana)

Balanced programming makes the difference, although we're the first to acknowledge, it doesn't hurt our rating any to be designated sports station for Indiana University. Located as we are in the limestone center of the world, we're right in there pitching—day and night—with **NEWS • DRAMA • MUSIC • CIVIC and COMMUNITY INTEREST programs.**

THE SARKES TARZIAN STATIONS

WTTS — *Represented Nationally by* **WILLIAM G. RAMBEAU CO.** New York, Chicago, Las Angeles, San Francisca

WTTV — *Represented Nationally by* **BARNARD and THOMPSON, Inc.** 299 Madison Avenue New York City

BLOOMINGTON INDIANA

510 Madison

(Continued from page 9)

perhaps even suggest ways of correcting it. it would result in savings throughout the industry.

E. F. STAFFORD
Radio-TV Director
Daniel F. Sullivan Co.
Boston

GROUCHO STILL ON AIR

I respectfully offer a correction of a statement made on exact top of page 54. 13 February SPONSOR.

The Groucho Marx Show, as you title it, has not been cancelled for any reason whatsoever. We are still cutting shows here and have had no indication of any change from BBD&O. They did. I believe, switch the commercials from the sales pitch to service, otherwise there has been no change. The service pitch will probably continue for the duration of the strike.

The actual title of the show is: *You Bet Your Life . . .* starring Groucho Marx.

Believe me, we enjoy SPONSOR very much and look forward to every issue.

DICK PETTIT
Publicity Director
John Guedel Radio Productions
Hollywood

TRANSIT STORY PLEASES

Your recent article on Transit Radio is one of the finest I have seen to date and we certainly appreciate your excellent handling of the subject.

RICHARD C. CRISLER
Transit Radio Inc.
Cincinnati

Heartiest congratulations and sincere thanks for the splendid article.

Frank Bannister did a most expert job of concise and accurate reporting. a credit not only to your fine publication. but in the highest traditions of trade magazine writing. Those of us who have lived with Transit Radio for a long period of time and understand its countless ramifications fully appreciate the thoroughly professional job.

FRANK E. PELLEGRIN
Vice President
Transit Radio Inc
New York

America's greatest mail-order programs

every day ★ 52 weeks a year

WJJD

Chicago

50,000 WATTS

1160 on your dial

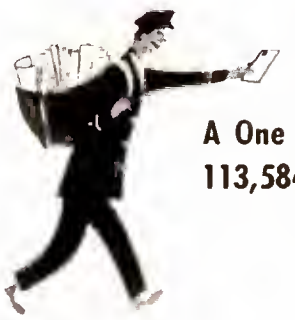
CHUCK BILL ON BREAKFAST FROLIC

RANDY BLAKE ON SUPPERTIME FROLIC

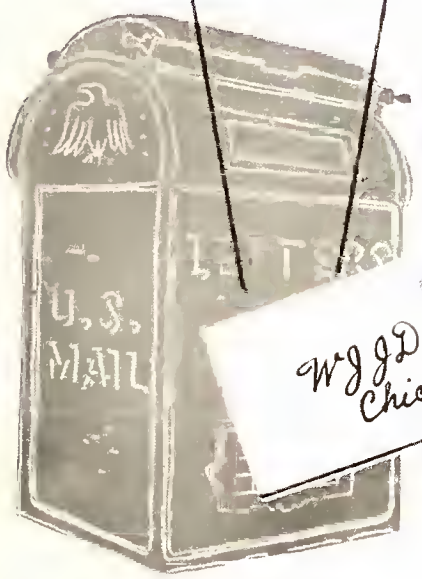
26,521 One Dollar subscriptions to Southern Farmer Publication in 2 weeks.

163,953 responses from 41 states and Canada in 2½ weeks for McCoy's Cod Liver Oil Tablets.

34,292 orders for a $2.98 Bible in five weeks.



A One Dollar toy gun received 113,584 orders in 26 weeks.



In 13 weeks 29,858 orders were received for a $5.95 midget camera.

40,291 orders for $1.29 seven strand necklace in fourteen weeks.

MARSHALL FIELD STATION, REPRESENTED NATIONALLY BY AVERY-KNODEL

WEED

and company

RADIO AND TELEVISION STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO

DETROIT • SAN FRANCISCO

ATLANTA • HOLLYWOOD

SPONSOR

What broadcasters think of the NAB

Digest

SUBJECT	DESCRIPTION	RATING Excel.	RATING Other
President's office	Majority opinion approves of Judge Justin Miller as being a very personable man who does an excellent job in Washington on government affairs and top level representation of the industry. But dissatisfaction voiced over burying of station business problems and issues. Industry-experienced general manager vested with specific powers and allowed to function freely on specific station business matters and administration would enhance President's utility.	38%	62%
Broadcast Advertising Bureau	Broadcasters are preponderantly of the opinion that BAB is the most significant service available to them through the NAB. Recommend that Mitchell be given tools for expanding BAB's operations; want high-powered point-of-contact sales assistance.	60%	40%
Public Relations	Next to BAB, broadcasters favor an expanded public relations program under Bob Richards that would be national in scope. Station owners are of the opinion that a high-powered program would help sell both radio and TV to agencies and sponsors. Comments highly critical of the limited scope of this department.	12%	88%
Research	Broadcasters demand more research information; favor BAM studies on listenership and cite need for data on small station markets. Comments deplore limited activities of department and indicate broadcaster's eye cocked for an effective BAM.	28%	72%

Turn to page 56 for chart, page 28 for story

QUOTES

on NAB generally

"NAB should go all out for the district workshop meetings such as we had in 1949."

Mattoon, Ill.

"Under Judge Miller's direction we have seen NAB develop from a comparatively loose confederacy into a recognized and highly-respected voice of our industry."

Houston

"Brutal but true, NAB has become an egregious waste of money and will so continue until it buckles down to the AM job and lets the rest fend for themselves.

New York

"I don't think it is necessary for NAB to furnish weekly reports. This would save lots of money."

Superior, Wisc.

"Labor relations worth entire cost. BAB is a bonus."

Covington, Ky.

"NAB should set up separate TV and AM-FM sales depts."

Long Beach

"Place national meeting on average broadcaster's level. Show us how to program—and sell."

Texarkana

"It is imperative that the selection of a general manager be based on proven ability and practical experience. Give him full power to act."

St. Louis

"Be more democratic. Same men are appointed to committees year after year."

Durham

"Judge Miller should unfrock himself. Concentrate on the broad industry front, Congress especially."

Louisville

"To us NAB means just BAB and BMB."

Bristol, Va.

"We should have suggestions on radio to promote radio."

Corning, N. Y.

"We need better public relations on both Judge Miller's and Robert Richards' levels."

Syracuse

"Emphasize TV. Right now there's too much effort on relatively unimportant services."

Los Angeles

"Too many big chiefs at NAB. Not enough braves and squaws."

Louisville

a SPONSOR *analysis*

What broadcasters think of the NAB

over-all

Even in quiet times life at a trade association is no bed of roses.

There's a tug and pull from all sectors of the industry that frequently threatens to push it off balance. Under these circumstances, the trick is to maintain balance, to keep driving forward toward set objectives, to do the greatest good for the greatest number. Constructive, positive action commands respect, if not 100 percent approbation.

Today the National Association of Broadcasters is off balance. Caught in the vortex of a hundred problems besetting a mushrooming industry, the NAB is in urgent need of stock-taking and adjustment.

In order to get to the root of the NAB's dilemma, to throw the fullest light on the problem, SPONSOR undertook a two-pronged study: 1) questionnaires were sent to nearly 3,000 AM, FM, and TV station managers, 2) two staff members personally interviewed close to 100 station managers in the South, Midwest, and Southwest. The findings were checked and cross-checked, discussed with outgoing, incoming, and current members of the NAB Board.

High among the complaints of the NAB membership is the pronounced feeling that the Association isn't driving forward. In the words of one critic, "What's happening to the big issues?

This lack of issues is making itself felt in attendance to the Annual Convention being held in Chicago in mid-April. At this writing no list of delegates is available, but SPONSOR's personal canvass indicates that attendance will be lighter this year than last. NAB members who haven't missed a single preceding session will be missing this time. In explanation, they say: 1) they'd rather take in the working-level regional meetings, 2) there's nothing to fight for that they can see, 3) there's too much happening at the station, 4) they're just not interested.

When the possibility was expressed that perhaps the national convention had outlived its usefulness, the denial was generally prompt and emphatic. No, the NAB needed an annual convention. But it also needed important issues to mull over, fight over, iron out in sessions, open and closed. The membership hasn't been prepared this year to discuss important issues, even if they should come up. The implication was clear that if future conventions promised something more than the ride they'd be on hand.

Of course the regional meetings have taken the edge off the national conven-

NAB questionnaire results

	EXCELLENT	GOOD	FAIR	POOR
President's office	38%	37%	19%	6%
Legal	30%	40%	23%	7%
Labor relations	60%	30%	7%	3%
Public relations	12%	32%	40%	16%
TV	7%	40%	40%	13%
FM	3%	25%	32%	40%
Engineering	22%	44%	26%	8%
Secretary-Treasurer	32%	44%	15%	9%
International affairs	13%	38%	31%	18%
BAB	60%	22%	12%	6%
Research	28%	42%	23%	7%
Is BAB fulfilling its function?	Yes (74%)		No (26%)	

SPONSOR Surprise

Norm Glenn, Norm Knight and Bernie Platt of SPONSOR's staff will be on hand at the Stevens. Headquarters: Room 561A. There's a nice surprise awaiting you if you show up early.

tion. But the NAB disaffection can't be dismissed as lightly as that.

Is it possible that the several elements making up the NAB membership are incompatible, and will become increasingly so? Literally hundreds of questionnaires returned to SPONSOR expressed diametrically opposed objectives. The FM stations want more emphasis on FM operation; small market stations complain that they're being overlooked; TV stations want more NAB attention; above all, many radio stations look on TV as intense competition. Small stations want the large ones to carry more of the financial load; large ones bitterly contend, in some cases, that they're paying too much already.

More than all else, the conclusion grows that something must be done to separate radio and TV within the NAB framework. A federated NAB may be the answer, and is already being discussed by one group of regional stations as a possible solution. Just as AM-TV stations within the same company are discovering that they need two separate sales forces, so NAB faces the same situation wherever the two media are competitive.

What does the membership want most? That's easy. With expanding expenses and generally non-expanding incomes, the overwhelming demand is for sales assistance. To the question. "What services should the NAB emphasize during 1950?" the answer shown on SPONSOR's questionnaire was almost uniformly "BAB" or some variation thereof. Second preference went to increased public relations designed to sell radio as a medium.

Under these trying conditions, Judge Justin Miller, president of the NAB. has conducted himself with dignity and restraint. Yet the restraint exercised by this respected and well-liked executive is said by many to be largely responsible for keeping the NAB perpetually off-balance.

No man can be expected to learn the complexities of an industry in a few short years. Judge Miller was appointed before the "let's sell-sell-sell" concept concerned the NAB market. His forte is the governmental scene. It is sometimes said, more than once bitterly, that the Judge does a great job of keeping the tempers down; but he keeps the issues down. too.

One of the foremost figures on the regulatory scene said of Judge Miller: "Broadcast problems are too great. too urgent to keep under wraps. You can't appease everyone. Let Judge Miller make his mistakes; we all do. But for the good of the industry he's got to lead."

It is expected that the Chicago Convention will see the appointment of a general manager who will administer the business affairs of the NAB, thus clearing the President for policy and high-level matters. The candidate who probably will get the job is an experienced and skilled broadcaster. There

(*Please turn to page* 56)

SPONSOR makes five recommendations . . .

1. **Explore the possibilities of a federated NAB (or some variation thereof) that will allow radio and TV to pursue their separate courses on such matters as sales, yet work together on common denominator factors.**
2. **Institute positive action on issues. Mistakes may be made; but act.**
3. **Give BAB a larger share of the NAB budget, even though it means paring down elsewhere. An effective BAB will do much to solidify and expand the NAB.**
4. **Give public relations a budget to continue selling radio and TV to the nation.**
5. **Explain NAB; its functions and accomplishments, to all stations.**

QUOTES

on BAB

"Prepare handbook of radio selling. Get bigger budget."

Longview, Tex.

"Continue spadework with big business. Top level selling of radio as a top medium is required."

Lincoln, Nebr.

"BAB should go to source with aids in selling chain stores not using radio—i.e. Penney, Montgomery Ward, etc."

Batavia, N. Y.

on federation

"One trade association cannot house radio and TV and still provide radio with ammunition to fight TV."

Washington, D. C.

"Generalized work on radio problems did no good when we were in NAB (we resigned). Specialized work is needed. NAB should be loose affiliation of autonomous station groups."

Beckley, W. Va.

"TV should be divorced from radio, as the mediums are highly competitive. NAB cannot serve two masters."

Greensboro, N. C.

on members who might join/rejoin

"I'd be back in the fold if there were less brass; fewer fancy offices and officers; nominal dues. BAB should be divorced."

Milwaukee

"If I were sure FM and small stations got a voice in the NAB councils we'd be back."

Mt. Clemens, Mich.

"We are not a member and have never been approached. We believe many more stations would join if approached."

Trenton, N. J.

"We could be induced to rejoin under an impartial administration headed by a proven successful broadcaster."

Chicago

"We resigned a year ago, but expect to rejoin in near future. We suggest a positive approach toward AM and FM, the backbone of broadcasting."

Buffalo

"This station now joining only because of promise of increased BAB activity."

Anderson, Ind.

ENTHUSIASTIC PROMOTION GREETS OPENING OF BASEBALL SEASON IN HOUSTON. THROUGH U.S. BASEBALL INTEREST IS AT PEAK

Play ball: 1950

It's been big for radio before. This year breaks records

"Red" Barber, CBS sports director, conducts interview with celebrity on typical after-game show

Mel Allen (left), Yankee announcer on WINS,

over-all When southpaw Harry S. Truman throws out the first ball at Washington's Griffith Stadium this coming April 18, he'll officially inaugurate what should turn out to be the biggest season in the history of organized baseball. And the biggest season for baseball broadcasting as well.

The signs are plentiful.

All along the Citrus Circuit in Florida this winter, major league teams drew record crowds. Composed as it is of vacationers from every part of the country, the Florida audience is a barometer of national interest.

In the face of a general amusement industry decline, baseball attendance will probably surpass the record set in 1948 when 21,000,000 customers passed through the gates of major league ball parks. (No exact figures are available for minor league attendance but it hits at least 30 to 40 million each season.)

Uncounted millions of fans are devoted to local pro games which are heard over scores of local stations.

Radio and television reflect the trend. In 1950 advertisers will spend over 20 million dollars for sponsorship of baseball broadcasts; this sets a record and is *three times* greater than the figure for 1948.

Advertisers across the country are hopping on baseball's bandwagon. There's a new grass-roots tendency for local sponsorship of baseball by firms of all kinds . . . even drug stores. But the biggest money is still being spent by the old standbys, breweries, tobacco companies, and oil refiners.

Many big advertisers have increased baseball spending. Here are some highlights.

The Liggett & Myers Tobacco Company has added coverage of the Chicago Cubs to its schedule. WIND, Chicago, is the originating station with Cub games going as well to the 35-station Midwest Baseball Network. As it did last year, L & M also sponsors Giants' and Senators' play-by-plays on radio and TV. WMCA and WPIX, New York, carry the Giants; WWDC-AM-FM and WTTG(TV), Washington, air the Senators.

The Atlantic Refining Company, veteran sports advertiser, is bankrolling the biggest baseball schedule in its history.

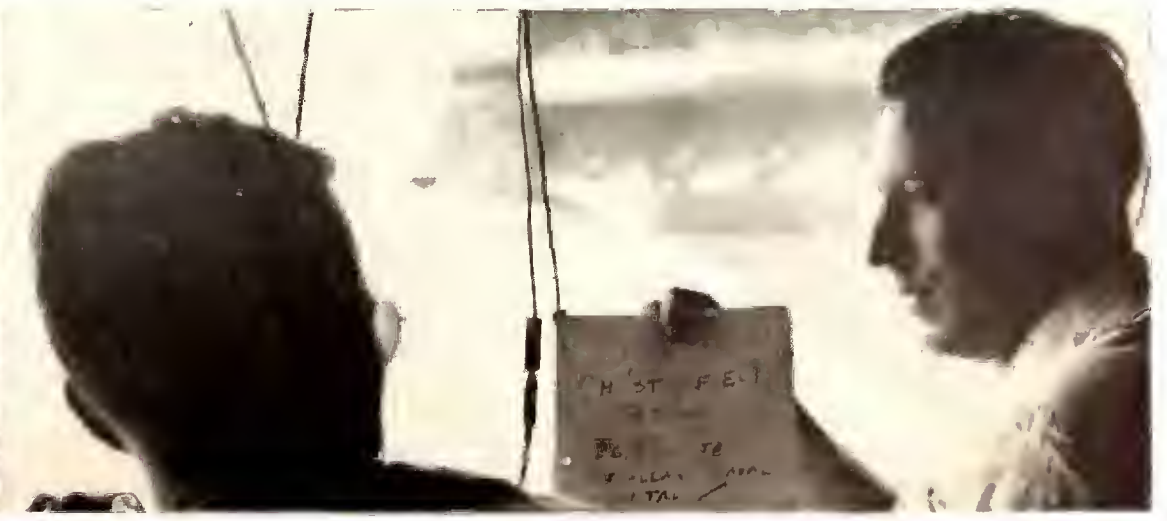
Last year in Philadelphia Atlantic sponsored only the Shibe Park contests of either the Phillies or Athletics. This year the oil company sponsors all home and away games of both teams; WIBG will handle Athletics' games and WPEN will carry the Phillies. (Atlantic has extensive sports programing outside Philadelphia as well, covering the Boston Braves and Red Sox, the Pittsburgh Pirates, and the Baltimore Orioles.)

As in previous years, Atlantic splits sponsorship with Sealtest in Philadelphia: and there's a third advertiser

(*Please turn to page* 78)

Top baseball radio figures: "Happy" Chandler and president of Gillette, Series sponsor

ces part in ceremony honoring Joe Dimaggio



Cigarette companies like Chesterfield, breweries like Goebel are top spenders for baseball on airwaves

It happens every spring

Benjamin Moore's seasonal network show has been "Selling Moore Paint" for 21 years

network

The odds on the swallows by-passing Capistrano are shorter than those against the possibility of Benjamin Moore & Company failing to return to the air each spring. The paint manufacturing firm has sponsored the network program, *Your Home Beautiful*, for 21 consecutive years. The show started its 22nd season this 4 March, over 350 Mutual stations. Other than radio, the Moore company doesn't spend a dime on national advertising—for the excellent reason that they see no need to. Radio, backed by adroit promotion, has been doing the whole job for them ever since 1929.

The firm, which was established in 1883, has factories in Newark, Chicago, Cleveland, St. Louis, Carteret, N. J., Denver, and Toronto, with main offices in New York. Well up among the leaders in the quality paint field, Benjamin Moore & Co. dominates the industry insofar as trade to retail stores and contractors is concerned. This fact is directly linked to the firm's long and eminently successful use of radio.

The company uses its radio show basically as a "dealer help" device. Householders seldom buy paint by brand, as they do toothpaste, or soup, or tomato juice. More often, they are apt to ask the dealer's advice, after giving him an idea of what they have in mind and about how much they want to pay. To the Moore company, their vigorous radio campaigns are a hedge against the general looseness of paint buying on the retail level, insofar as brand preferences are concerned.

The effectiveness of this strategy was shown in the results of a survey made last year among Moore dealers by the firm's advertising manager, R. C. Bergmann, after *Your Home Beautiful's* first season on Mutual. The dealers reported that, on the average, more than 55 percent of their customers were new ones, and credited the Moore company's radio advertising with much of the added traffic.

Although *Your Home Beautiful* is currently on Mutual, the show has been aired by all four major networks during its long history, and heard variously on every day of the week except Tuesday and Sunday. Primarily, the Benjamin Moore program offers practical advice on interior decorating for homemakers. Plus, of course, some pretty broad hints that Moore paints are ideal for home decoration.

In addition, specific queries from listeners on problems of interior decoration are invited during each program. Most of these can be answered

by a booklet prepared by the Moore company; the rest are answered individually. The paint field is so intensely competitive that a bit of counsel on how to spruce up a tired kitchen or a drab living room is often the decisive factor in a sale.

The Benjamin Moore Company shrewdly exploits such sales possibilities in each spring broadcast series. Listeners are urged to visit their local Benjamin Moore dealer or write the firm for a free folder containing full-color illustrations of 12 decorated rooms. Each of the broadcasts in turn is devoted to one of these rooms, with the folder serving as a handy home reference. Thus the 4 March broadcast described the "Lazy Susan Kitchen," the 11 March broadcast covered the "Family Favorite Living Room," the 18 March broadcast the "Gay Gingham Bathroom." and so on.

Every broadcast of *Your Home Beautiful* closes with these three injunctions: "And for best painting results—consult your Benjamin Moore Paint dealer . . . employ a reliable painting contractor . . . and use Moore Paint."

The long-range penetration of the company's radio selling was pointed up recently by Benjamin Moore's advertising manager, R. C. Bergmann, in a radio merchandising broadside sent to all dealers. "Dealers have learned," he said, "that whatever Betty Moore (the company's radio voice, played by actress Vicki Vola) recommends in products and colors, is easier to sell. Recognition of product names creates confidence for the consumer and breaks down sales resistance at the retail counter.

"The first program in the 1950 series, The Lazy Susan Kitchen, will feature Primrose Yellow and Silver Gray Dulamel, and French Blue and White Impervo Enamel. By displaying the same products that Betty Moore talks about, in their store windows and on their counters, dealers reduce selling costs and effort."

The company has outlined an eight-point program for its dealers which is calculated to bring them maximum benefits from association with the radio campaign. The promotion material referred to below is contained in a special radio kit sent by the firm to all Benjamin Moore paint dealers:

"1. *Put Up the Window Streamer.* Look up the call letters of your nearest

(*Please turn to page* 52)

Listeners follow broadcasts with coordinated color scheme folders available at local dealers

Moore show has been selling paint since 1929

Year	Network	No. of Stations	Day of Week	Time of Day	Starting Date	No. of Broadcasts
1929	CBS	16	Wed.	10:30 am	8 May	78
1930	CBS	29	Wed.	11:45 am		
1931	CBS	26	Fri.	4:15 pm	31 Jan.	78
1932	CBS	30	Fri.	5:30 pm		48
1933	NBC	25	Fri.	11:30 am	3 Feb.	42
1934	NBC	38	Wed.	11:30 am		10
1934	NBC	31	Wed.	11:30 am	24 Oct.	21
1935	NBC	33	Wed.	11:30 am	8 Jan.	21
1936	NBC	38	Wed.	11:30 am	7 Jan.	21
1937	Red	39	Thurs.	11:30 am	3 Jan.	21
1938	Red	38	Mon.	11:45 am	7 Jan.	13
1939	Red	45	Sat.	11:00 am	24 Feb.	13
1940	Red	46	Sat.	10:30 am	1 Mar.	13
1941	Red	47	Sat.	10:30 am	28 Feb.	13
1942	Red	43	Sat.	10:45 am	6 Mar.	13
1943	Red	60	Sat.	10:45 am	4 Mar.	13
1944	Blue	64	Sat.	10:30 am	10 Mar.	13
1945	Blue	91	Sat.	11:30 am	2 Mar.	13
1946	ABC	110	Sat.	11:30 am	1 Mar.	13
1947	ABC	193	Sat.	10:00 am	6 Mar.	13
1948	ABC	227	Sat.	10:00 am	8 Mar.	13
1949	MBS	385	Sat.	10:30 am	5 Mar.	13
1950	MBS	350	Sat.	11:00 am	4 Mar.	13

Paint market is highly competitive. Moore's radio show helps customer decide brand to buy

TOOLS OF THE TRADE

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

Tools provided by the following are included in this study:

1. NATIONAL ASSOCIATION OF BROADCASTERS
2. NATIONAL RETAIL DRY GOODS ASSOCIATION
3. AMERICAN FEDERATION OF ADVERTISERS
4. AMERICAN ASSOCIATION OF ADVERTISING AGENCIES
5. ASSOCIATION OF NATIONAL ADVERTISERS
6. TELEVISION BROADCASTERS ASSOCIATION
7. RADIO MANUFACTURERS' ASSOCIATION
8. NATIONAL REPRESENTATIVES
9. BROADCAST ADVERTISING BUREAU
10. BROADCAST MEASUREMENT BUREAU
11. NEWS SERVICES
12. RESEARCH SERVICES
13. PROGRAM RATING SERVICES
14. NETWORKS
15. MERCHANDISING SERVICES
16. TRADE PUBLICATIONS
17. TRANSCRIPTION CO[illegible]
18. MUSIC PROGRAM SERVICES
19. PACKAGE PRODUCERS
20. TRANSIT RADIO, STORECASTING

NAB

The National Association of Broadcasters is essentially an association of station owners, and as such represents them in the public service and governmental phases of the industry.

In serving those it represents, the station owners, NAB of necessity serves the advertiser. The advertiser is the key to the station's survival. In this light, NAB is itself a tool for the advertiser, and provides several services for him.

Factual information is continuously compiled to help the advertiser get the most from his local or network advertising promotions. Through the use of its various departments, NAB provides the following services which are important to the advertiser's sales results:

Legal Department furnishes legal assistance. The primary service is for the benefit of broadcasters, but as an incident to these services, a benefit to advertisers results. NAB protects the interests of members in cases where efforts are made to tax advertising facilities or revenue. Its participation is limited to the giving of assistance to counsel in the preparation of a case for trial.

A recent case (*Albuquerque Broadcasting Co v. Bureau of Revenue*, 6 Pike & Fischer R. R. 2011) concerned a tax on the gross receipts of a radio station's income, which tax the station was to collect when it sold time to advertisers and pay it over to the state.

The Legal Department participated in the oral argument of the case before the New Mexico Supreme Court, and prepared a memo arguing against the validity of the tax. The effect of the Court's decision seems to be that the station will not be liable for the tax in the future.

NAB also cooperated with other organizations in deleting from H.R. 3347 a proposal to tax the sales of advertising space and sales of radio and television advertising in the District of Columbia.

The Legal Department participates in, compiles and publishes reports on precedent-setting cases and legislation. It has prepared a memo entitled "Federal Laws Relating to Broadcast Advertising," which is used by broadcasters and advertisers in dealing with practical problems arising from federal legislation. In addition, the Legal Department has filed a statement with the Senate Interstate and Foreign Commerce Committee in opposition to the Langer Bill, which would prohibit the interstate advertising of liquor and beer.

Department of Government Relations serves the advertiser through participation in the Advertising Council and the Advertising Advisory Committee. The Advertising Council provides one of the few places where media, agency, and sponsors together can discuss their many advertising problems. Through the Council, and with a voice in policy decisions, NAB strives to maintain good relations between the constituent organizations who operate the Advertising Council: American Association of Advertising Agencies, Association of National Advertisers, Bureau of Advertising - ANPA, National Association of Magazine Publishers, Outdoor Advertising Association of America, and National Association of Broadcasters. The Advertising Advisory Committee is new, organized 9 December 1949, and is significant in the recognition given to advertising by the Government. An extensive survey of the services, facilities and publications of the United States Department of Commerce as they relate to the needs of the advertising industry is now underway.

Research Department prepares and submits to the broadcaster and advertiser fundamental factual information. It makes an annual estimate of the broadcasting industry's revenue, showing time sales broken down into: national network, regional network, national spot and local retail; these estimates are in general use among advertisers and station management. Results of a current study on foreign language broadcasting in the U. S. will be of particular interest to advertisers who wish to reach this type of audience.

Station managers can request information needed to present a factual picture to their advertisers. A frequent query is for information as to the percent of the total operating budget of a specified type of business, as lumber or laundry, which is devoted to advertising. The Research Department works closely with the FM and Television Departments to help supply factual data each may need.

FM Department, in cooperation with the Research Department, prepares and distributes special coverage data for the use of FM members and their advertisers. Basic research is accomplished to determine status of such matters as: FM set ownership, distribution of FM sets among various income groups, FM listenership, hours of listening, and FM set manufacturers. Reports are given periodically on FM income. In addition, descriptions of FM programs and practices which have been found worthwhile in designated markets are made available to stations and advertisers.

Television Department serves the broadcaster and advertiser in that it is the clearing house for such program and production information as NAB has accumulated. It is occupied with such special projects as the negotiations with ASCAP for a television per program license; promoting the telecasting of sporting events; and preliminary work on national program standards. It works with several other NAB departments to provide more accurate television information, in the same manner as does the FM Department. Under consideration at the moment is a directory of industry suppliers and services.

Employee-Employer Relations Department compiles and distributes a wide variety of industry-wide information pertaining to labor-management relations, personnel problems, TV employment and wage conditions, and other matters of station and network employee-employer relations. It prepares periodic data on prevailing wage scales for important classes of station personnel, for three classes of stations (small, medium and large). The reports especially benefit the advertiser whose talent and program personnel costs are such to warrant consideration.

Public Affairs Department serves the station and advertiser through its promotional work relative to public or community organizations and functions. It handles news releases and publications, acting in advisory capacity in this field to Broadcast Advertising Bureau. The over-all work of the Department does much to encourage the public's acceptance of broadcast advertising.

(Please turn to page 62)

Readers' Service

Not included in this report are the names and addresses of firms that provide the tools listed. These are available to interested readers by writing to Readers' Service, SPONSOR, 510 Madison Avenue, New York 22.

MAXWELL HOUSE COFFEE HAD 9.1% MORE USERS AMONG VIEWERS OF TV PROGRAM, "MAMA," THAN NON-VIEWERS QUIZZED

Brand preferences in TV homes

Research by Advertest

reveals how 588 housewives are influenced by television

In television, as in every form of merchandising, it's performance that counts. A video commercial may be wonderful to see and hear –but if it doesn't sell coffee or bread or shortening or soap, or whatever it's supposed to sell, it's no good.

This fact has become increasingly apparent to advertisers and broadcasters alike as television leaves the rompers stage. In the race for the media dollar, competition rapidly separates the boys from the men. Television's right to wear long pants gets lusty support from the results of a recent study by Advertest Research on brand usage in TV homes.

The study covers eight product categories. In all but two, use of a specific product among viewers of a program which plugged that product, was substantially greater than among non-viewers.

The findings are based on interviews of 588 housewives in the New York-New Jersey metropolitan area, during the first 10 days of November, 1949. The product categories covered are: 1) instant coffee; 2) regular coffee; 3) shortening; 4) laundry soap; 5) dish soap; 6) facial tissues; 7) cold cereals; 8) packaged bread.

Each interview was divided into two sections. First the housewife was asked if she used the product – instant coffee,

for example. Then she was asked: "What brand do you now have in the house?" and finally: "What brand do you expect to purchase next?" The validity of the Advertest Research study is strengthened by the fact that the interviewers made no mention of television until this first portion of the interview was completed. Thus there was no possibility of an interviewee naming the product advertised on a favorite video show rather than her actual preference.

Once the brand preferences were established, the respondents were asked whether or not they were regular viewers of a specific television program sponsored by one of the products in each of the eight categories. (The categories themselves were chosen, according to Advertest Research, "because of frequency of purchase and because the housewife-respondent could be expected to have a full knowledge of brands used and planned purchases.")

It should be remembered that all of the housewives polled in the study were television set owners. In answering the second set of questions — those bearing on television programs—they were classified either as viewers or non-viewers, depending on whether or not they were in the habit of watching the show in question.

Here are tabulations of the Advertest Research findings, by product categories.

Instant Coffee

	Viewers	Non-Viewers
THE GOLDBERGS	356	232
Percent using Instant Coffee	46.9%	22.4%
Percent using Sanka	13.2%	3.8%

Instant coffee brand preferences, in order of popularity—television advertisers are indicated by an asterisk: 1. Nescafe; 2. G. Washington; *3. Borden; *4. Sanka; *5. Maxwell House. Both Nescafe and G. Washington have had an instant coffee on the market far longer than the other three brands named.

Regular Coffee

	Viewers	Non-Viewers
THE GOLDBERGS	356	232
Percent using reg. coffee	90.2%	87.1%
Percent using Sanka	8.1%	1.0%
MAMA	140	448
Percent using reg. coffee	91.4%	88.3%
Percent using Maxwell House	31.3%	23.2%

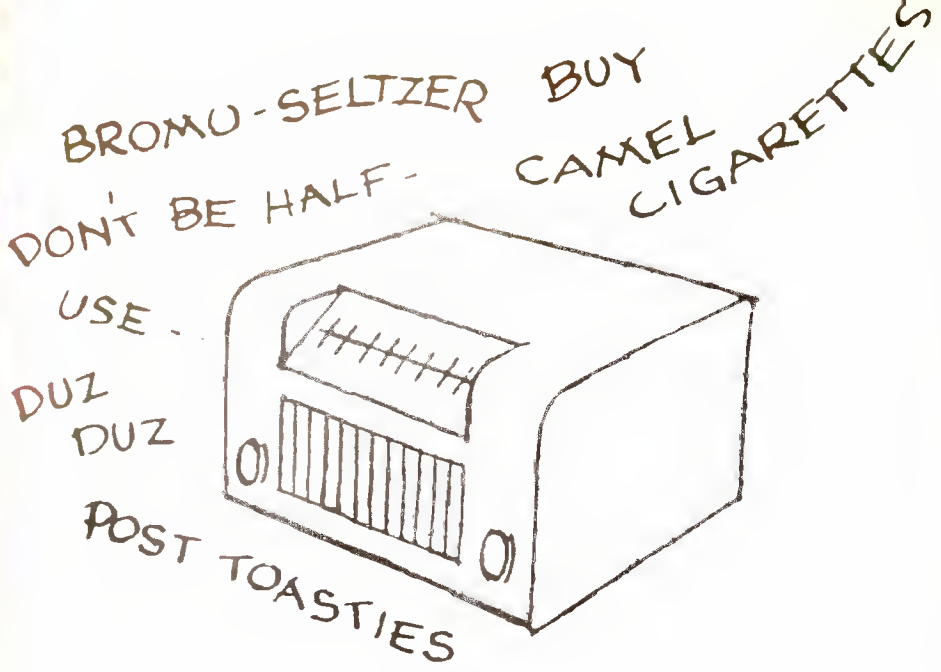
Here are the regular coffee brand preferences, in the order of popularity.

(*Please turn to page* 82)

Kleenex and Kellogg purchases showed the influence of Fun for the Money (now off air) and The Singing Lady

Sanka Coffee sales among viewers of The Goldbergs exceeded by 9.4% those to non-Goldberg fans in survey

Spry is sold by The Clock (left); the suspenseful Fireside Theatre influences sales of Crisco, also Duz and Ivory



Q ***How can advertising pre-sell customers better?***

Q ***How can research strengthen advertising muscles?***

What broadcast advertisers want to know

Top questions in the minds of Sponsors gleaned at the AAAA, ANA meetings

over-all ANA members at their Spring meeting at Hot Springs, Virginia (March 29-31) considered a raft of meaty problems for 1950. Trend of the discussions was how to make advertising a sharper, more potent selling force. Not a new approach under any name the idea of selling more effectively is always the basic goal of ANA conventions. But this time there was something special for radio and television advertisers.

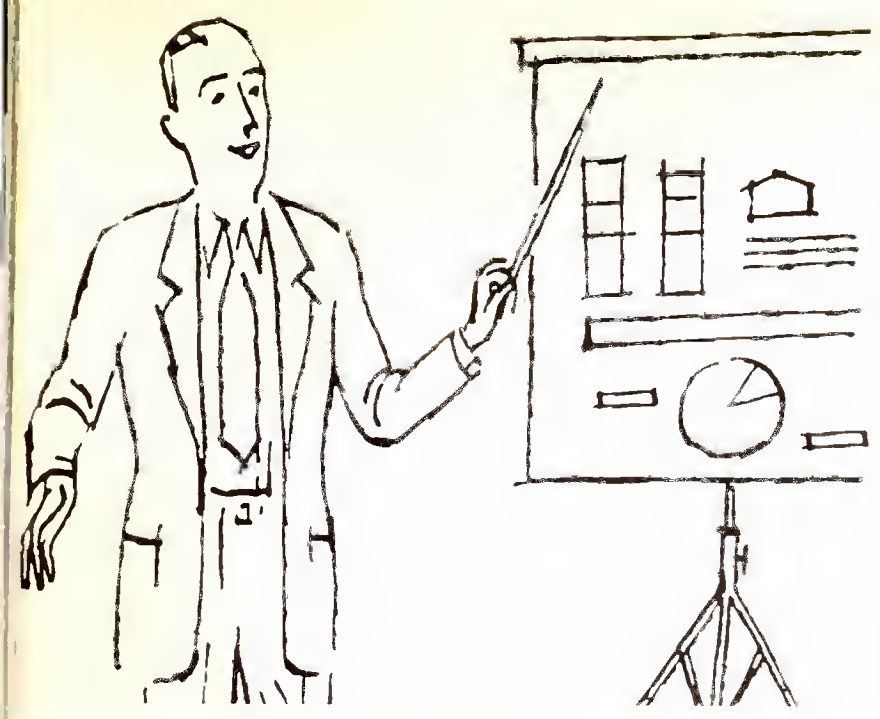
Hottest session of the meeting for users of broadcast media was that with the radio-television panel composed of A. N. Halverstadt, Procter & Gamble; H. M. Chapin, General Foods; Bob Brown, Bristol-Myers (substituting for D. W. Stewart, The Texas Company); Frank Stanton, CBS; Niles Trammell, NBC; Leonard T. Bush, Compton Advertising; Marion Harper, Jr., McCann-Erickson; A. C. Nielsen, A. C. Nielsen Co.

The panel breezed through questions on estimates of future television ownership, television costs, commercial color television, BMB status, division of audience between radio and television, listening-viewing habits in radio-television homes, etc.

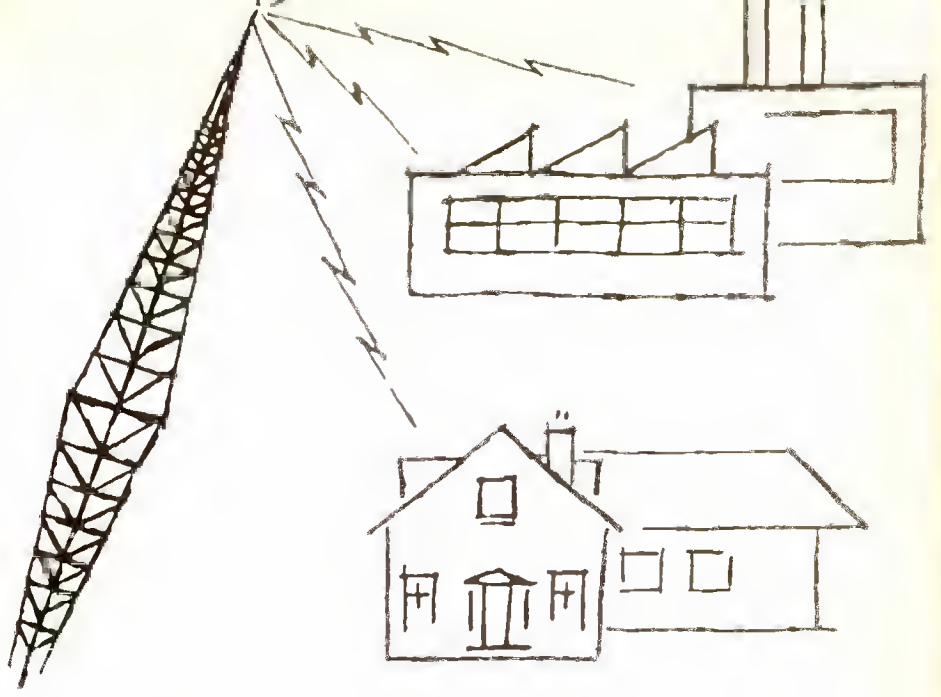
The question on just what happens to radio listening in television homes was answered in considerable detail by Nielsen — it added up, as everybody expected, in drastic reduction in listening (since the figures have been widely reproduced, they will not be repeated in this summary). To the question whether radio time costs would decline in view of increasing television ownership and viewing, Stanton and Trammell said "No."

Basing their answers both on figures developed by their own research departments and on Nielsen figures, the network representatives showed how network cost per thousand listeners had fallen, both over the last ten years and over the last three years.

Radio, the record indicated, is now a better buy on a cost-per-thousand basis than ever before (down in 10 years from 42.9 to 32.6 cents per thousand). Related to this question was a report on a very sketchy survey consisting of 39 replies to an ANA questionnaire on



Q ***How can advertising be integrated more closely with sales?***



Q ***How can advertising do a better job for community relations?***

where television money came from last year. Forty-four percent of the replies took all television money from other media; 72% took half of it from other media; 15% appropriated new money for television.

The session developed no serious probing of the panel as to how heavy radio spenders like Procter & Gamble and Miles Labs., for example, were facing the problem of radio-television budgets. At a meeting with reporters following the panel session, however, it came out that big radio time users are currently stumped on the problem of planning budgets for television coverage in key video centers like New York, Philadelphia, Chicago, Cincinnati, Los Angeles, etc.

They are asking themselves: if network rates aren't lowered in the immediate future (one or two years), where will the money come from? P&G and Miles are already on record that they are concerned with maintaining their competitive position in key television cities without a strong video effort. They point to the present trend in television set buying and viewing habits which will admittedly give video an estimated 50-60% of the nighttime audience in areas such as those named above.

Despite a drastic loss of nighttime audience in key television cities, overall radio listening is up by a Nielsen-estimated 6% of home-hours of listening. More radio homes, multiple sets, out of home listening (not included in the Nielsen 6% estimate), all contribute to increased hours of listening.

Commenting sharply on his company's position concerning necessity for television coverage to compete in cities where radio listening is down, Halverstadt summed it by saying "Something's got to give!"

Stanton and Trammell didn't deny it. "Some kind of an adjustment will eventually take place," Trammell readily agreed. They both emphatically denied that lowering network rates was the answer. They gave a flat "NO" to the direct question whether they would clip their rates. Here is where confusion began to fog the question.

Nobody seemed prepared to discuss other possible solutions to the problem of getting the extra money for television. The CBS president and NBC board chairman, backed by their own and Nielsen's figures, argued doggedly that radio had long been undersold, was now a better buy than ever before.

Halverstadt, losing his customary icy demeanor, breathing a little harder, insisted that was no answer to his problem of how to compete in strong television cities. Some advertisers privately expressed the view that lowered network rates might be the only answer. For some reason serious discussion of this question did not arise in the regular panel session. If this session did nothing else it should indicate the need for discussing this problem on its merits apart from the network contention not denied by anyone at the panel session, that radio is an exceptionally good buy today.

Discussion of BMB study number two provoked neither the confusion nor the warmth of the radio-television panel session. The study was generally regarded as a vital research tool for every radio and television advertiser. It wasn't the subject of a special address at the ANA meeting, as it was at the AAAA meeting held concurrently in nearby White Sulphur Springs, W. Va.

But views expressed by Albert S. Dempewolff of Celanese Corporation of America to the AAAA members coincided pretty well with those expressed to SPONSOR by ANA users of radio. "The differences in audiences are worth dollars," said Dempewolff. He insisted on the necessity for uniform standards of station audience measurement so "We don't have to work on the basis of if you can't lick 'em, confuse 'em."

There was a feeling among sponsors that radio and television advertising couldn't hope to be kept "sharp" without continuing coverage studies. The effect of programing changes and the operation of over 200 new stations on the air since the BMB field work were cited. Agencies will use BMB data in figuring cost per thousand for relative station costs.

Dempewolff also made the point that "No advertiser's business and no show rating is uniformly national so we can't apply a projected national average to a specific station in Tulsa, Nashville or Albany." He went on to say that "Without BMB you can't answer the problem of coverage from the outside nor can you determine when a group of regional stations gives you a better

(*Continued on page* 83)

When going after Customers

•

in important Southern markets, always include WGAC. This station delivers the most intensive coverage in both the city of Augusta, Georgia, and the rich, important agricultural market surrounding it. Yes . . . include WGAC—the 5,000 watt station on 580 Kc that offers 750,000 population coverage in its BMB area.

•

WGAC

580 Kc • ABC • 5,000 Watts

AUGUSTA, GA.

Avery-Knodel

RTS . . . SPONSOR REPORTS . . .

(Continued from page 2)

WJBK-TV's 1,000 announcement prize

Concurrently with increase of schedule to nine hours fifteen minutes daily (2:00-11:15 pm) WJBK-TV, Detroit signed Altes Brewing Company to 1,000 announcements. Agency is McCann-Erickson.

Radio gets 5% of department store ad dollar

During 1949 radio got 1/20th of the department store advertising melon, according to Howard P. Abrahams of NRDGA. Newspapers got slightly more than 1/2 (52 percent) and direct mail 1/20th. Displays and salaries accounted for most of what remained. With department store TV growing daily, and radio moving up, opinion is that budgets must expand or newspapers' handsome share decrease.

Too successful Tune-O

When Seeman Brothers, Inc. dropped their WMCA, New York Tune-O sponsorship it was case of radio producing too well. Volume of mail and phone calls overtaxed firm's handling ability.

Phonevision stirs Hollywood

Although Phonevision test scheduled for Chicago this fall may not get first-run pictures, it's not being overlooked by Hollywood bigwigs. Aggressive E. F. McDonald, president of Zenith, says only one major studio has refused to consider proposal. Chicago test will cover 300 homes. Different picture will be sent each night for 90 nights.

Retail drug stores to push fountain sales

Increased ad activity among retail drug stores imminent with recommendation by Associated Chain Drug Stores that 33 percent of ad budgets be earmarked for fountain sales promotion. Entire spring meeting of Association held in New York devoted to methods for stimulating fountain sales in retail drug stores.

Practically all TV picture tubes now 12 inches or larger

RMA reports that in February 96 percent of all cathode-ray tubes for new TV receivers were 12 inches or larger. Of these, 35 percent were 14 inches or larger.

WLAW

NEW ENGLAND'S

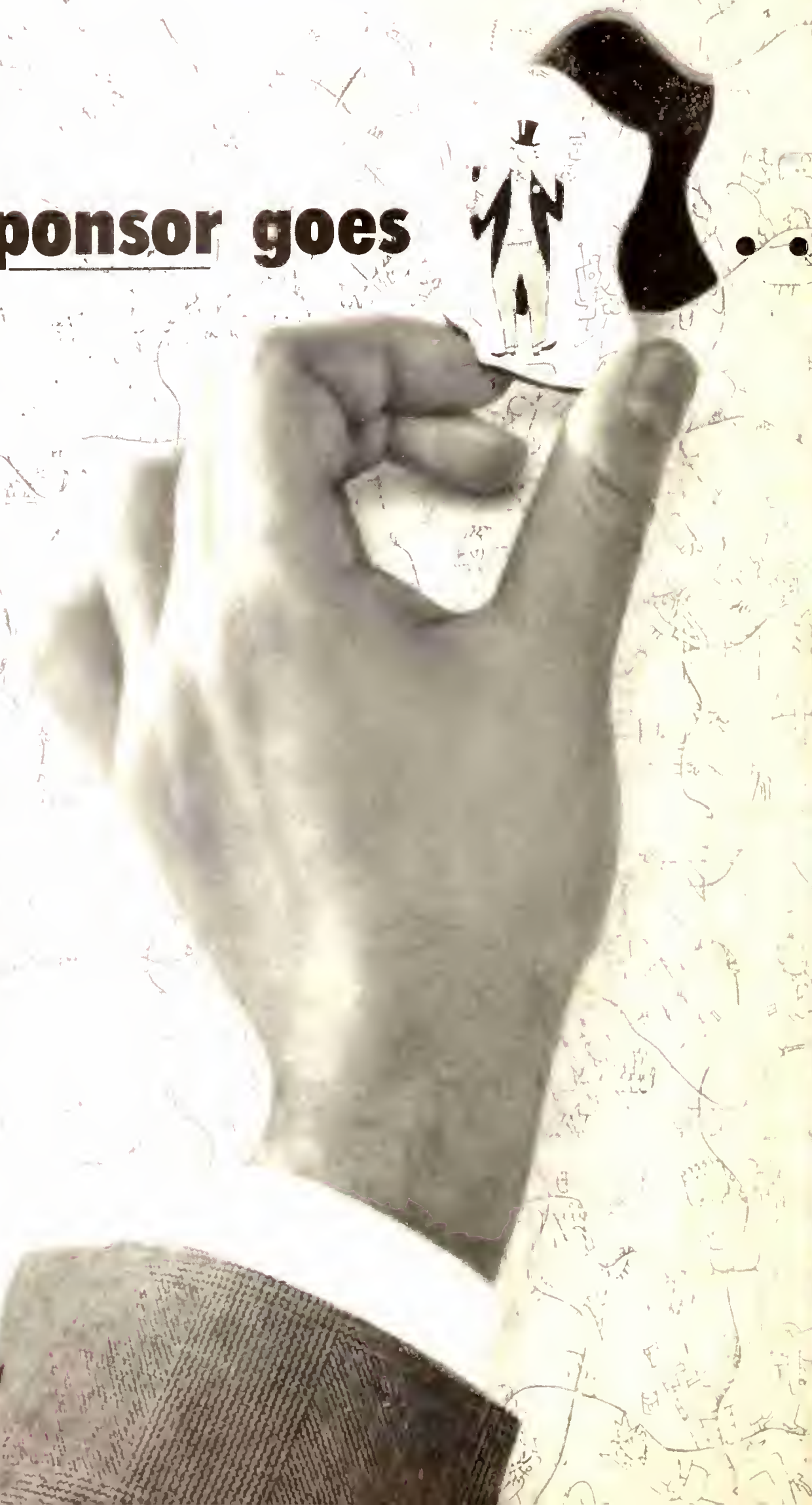
MOST POWERFUL STATION

DELIVERS THE GOODS WITH ITS

50,000 WATTS

Affiliated With The American Broadcasting Company

The sponsor goes



where the listeners are!

America's greatest advertisers know
from long experience where to find
Chicago listeners in the greatest numbers.
That's why more of them use WBBM,
more than any other Chicago station,
for their main radio advertising effort.
So do Chicago's smartest local advertisers.
Just look for the sponsors.
That's where the listeners are!

WBBM
Columbia Owned
Represented by
Radio Sales

RADIO RESULTS

GROCERY STORE

SPONSOR: Lawson's AGENCY: Direct

CAPSULE CASE HISTORY: *This neighborhood grocer (nine blocks from Brandon's downtown business section) used eight spot announcements advertising a "Hi Neighbor" sale. The three-day sale resulted in an average increase of 28 percent over a corresponding three days in which no radio advertising was done. The store manager said the spots brought many new customers to the store and many added that they had heard of the sale via radio.*

CKX, Brandon, Manitoba PROGRAM: Spots

PUBLIC SERVICE

SPONSOR: none

CAPSULE CASE HISTORY: *Radio comes through, too, in its public service chores. The hospital phoned the station requesting a spot announcement. Eight pints of a rare type of blood were vitally needed in an emergency case. Half an hour after the announcement went on the air, 14 pints had been contributed. Another spot was used to tell responsive listeners that blood donors were no longer needed.*

WSTC, Stamford PROGRAM, Spot

HELP WANTED

SPONSOR: Boston & Maine R.R. AGENCY: Harold Cabot Co.

CAPSULE CASE HISTORY: *Because of a mail pile-up in the Boston & Maine's North station in Boston, additional clerical help was needed quickly. The publicity director of the railroad bought a schedule of announcements on four radio stations. The first one went on the air at 10:59 a.m. By 11:50 a.m., 2,250 men had reported for work in answer to that single spot and, because of the success of the single spot, the rest of the schedule was cancelled. Results were quick and inexpensive.*

Various stations PROGRAM: Spots

HOMES

SPONSOR: George Decker Inc. AGENCY: Arnold Olson

CAPSULE CASE HISTORY: *Only two fifteen-minute programs (tape recorded) and 15 one-minute spots sold 50 homes in one day. The announcements and programs previewed these new homes with a "packaged mortgage" deal. Police reserves were called out to handle a crowd of 8,400 who visited the model home. Total sales were $525,000. Radio advertising expenditure $150. The homes sold for $10,500 each, advertising cost per unit was $.00028.*

WICC, Bridgeport PROGRAM: Spots

PORTABLE GENERATOR

SPONSOR: Winpower Mfg. Co. AGENCY: Direct

CAPSULE CASE HISTORY: *This company had never used radio but decided on a trial run. A tractor-driven portable generator as a standby electric power source on the farm was plugged. The company hoped to get about four requests per announcement . . . or at least 24 from a week of one-a-day spots. The result far exceeded their expectations. The company got 223 requests in a week plus additional requests for the portable generator days and weeks after the original announcements.*

WMT, Cedar Rapids PROGRAM: Sunrise Hour

FOODS

SPONSOR: Albert & Son AGENCY: Allen & Reynolds

CAPSULE CASE HISTORY: *This maker of a fine salad dressing regularly used "Polly The Shopper" program and an afternoon women's service program. The sponsor advised KOIL that the shows had helped sell new accounts in every town west of a line running north and south through Dunlap, Iowa (65 miles from Omaha). Salesmen report the minute they go east of this imaginary line they run into sales resistance because the ice hasn't been broken in this territory. Since KOIL is the only outlet used consistently, radio can take all the credit.*

KOIL, Omaha PROGRAM: Polly The Shopper

FEEDS

SPONSOR: Aubrey & Co. AGENCY: W. J. Smith Co.

CAPSULE CASE HISTORY: *This manufacturer of Red A Feeds distributes his products throughout the South. The program used is a 10-minute report on grain, produce, and livestock quotations. Department of Agriculture bulletins and a special U. S. Weather Bureau report is also used. The sponsor finds that despite the fall off in farm income and intensified competition, his sales are holding up. Since it began advertising on radio, firm has expanded distribution and with only four announcements in a week greatly stepped up their grain receipts.*

WHAS, Louisville PROGRAM: Market Digest

are you singing the blues in St. Louis?

M. L. P. D. are the four letters we've borrowed from the alphabet to tell KXOK's outstanding story of results. They stand for More Listeners Per Dollar! Check the Hoopers . . . check the time costs . . . check KXOK's B. M. B. increase in audience (587,920 KXOK radio families day—up 10.2%—555,880 KXOK radio families night—up 9%) . . . and it all adds up to KXOK's top-rung position as the No. 1 Buy. KXOK is the answer to putting your sales (and your advertising budget) in better shape in the St. Louis Area Market.

KXOK

St. Louis' ABC Station, 12th & Delmar, CH. 3700
630 KC • 5000 WATTS • FULL TIME
Owned and operated by the St. Louis Star-Times
Represented by John Blair and Co.

IT'S IN TH

GROOVE!

Now that you've been stopped by the age-old snare of a pretty girl, consider this:

DOES YOUR TRANSMITTER SPEAK WITH AN ACCENT?

Now what the Sam Hill connection does that query have with the illustration? Very simple . . . the connection is *"in the groove!"*

Think it over. A transmitter is not a linguist. It cannot translate distortion into clear signals. When foreign sounds are picked up from a recording groove and delivered to an amplifier, q. e. d., your transmitter *speaks with an accent.*

If your aim is quality transmission, then look first to the recording groove. If the fidelity you seek is not in the groove, then your reproduction just can't and won't be fidelity on the air.

I extend you my personal invitation to visit our engineering exhibit during the NAB Convention. Browse around at will. See and hear Lang-Worth's revolutionary recording groove that defies rules and ushers in a whole new era in sound recording.

The groove that takes the accent out of transmitters.

C. O. LANGLOIS, *President*

CONVENTION HEADQUARTERS:
Suite 512A-513A
Stevens Hotel
Chicago, Illinois

LANG-WORTH
FEATURE PROGRAMS, Inc.
Network Calibre Programs at Local Station Cost
113 WEST 57th ST. · NEW YORK CITY 19

Mr. Sponsor asks...

What factors can help a sponsor decide whether his TV program should be live or film?

E. F. Kalkhof | Advertising Manager
American Oil Co., Baltimore

The picked panel answers Mr. Kalkhof

Mr. McFadden

Let's direct the basic question to the sponsor, himself. For it is he, with the help of his agency, station or network operator, who must decide before he starts in the medium what type of campaign he wishes to run. Without this decision a discussion of the merits of film versus live is purely academic. Both methods have their good and bad points. Let's examine a few.

First of all, take film. A canned presentation is going to cost Mr. Sponsor a lot of money to create, much more than good live shows. However, once it is made, the initial cost of filming is decreased over a period of time as the film reaches more and more potential customers. Eventually, through amortization and the elimination of repeated rehearsal charges, production expenses will be reduced to the moneys needed to print additional copies. This means that production-wise any national spot campaign is apt to be cheaper in the long run on film than a series of live shows. Studio physical limitations are overcome; a competent film editor assures a satisfactory end product and, furthermore, a film can be used to pin-point the sales pitch in any area, at any time. Thus, a sponsor can purchase time on local stations in the best time periods available for his particular product and be assured that the identical show, with the same carefully prepared sales message will be seen by viewers reached in the selected markets.

As a final argument, the dangers of cast or technical errors committed at or by the originating station is practically non-existent. So, all Mr. Sponsor has to do is buy the time he wants, pay the film studio useage charges and roll it.

But is this good? The champions of live programing argue that a film show lacks spontaneity: it must be made in advance and this means that once the sales message is in it's more difficult and more costly to adjust copy to meet changing sales needs.

Unless a sponsor is prepared to spend a great deal of money, he must limit his film-making to a definite series, say enough films for a 13-week period. At the end of that time, he must either find another film series, produce one himself, or go off the air. On a live show though, the only limit for continuing a series is availability of talent and material. And, from the looks of things, there's going to be a lot of talent and a lot of material around for a long time—and it's getting better every day.

There is another important point in favor of a live show. Chances are that a live show is going to have better reception quality than film. No matter how carefully a film is made, it is not as good as a TV camera pick-up. This is particularly apparent in audio portions. True, this is a problem that is becoming less obvious as better techniques for TV filming are developed, but, as of today, it's definitely a factor to be taken into consideration.

THOMAS B. MCFADDEN
Manager
KNBH-TV
Hollywood

Mr. Johnston

Perhaps the best answer to your question is a review of some of the reasons why Young & Rubicam recently decided to switch from live production of their *Silver Theatre*-CBS series to film production. These were:

Cost—Mass production through the new Fairbanks Multicam system made it possible to produce the show on film for less than the live production cost.

Scope—Via film production, the range and scope of the series was increased through location shooting, process backgrounds, and film optical effects.

Cast Performances—Ability to retake and shoot special inserts made it possible to achieve better over-all cast performance while reducing rehearsal time.

Program Re-use—While this factor was not emphasized by Y & R, there is no doubt that it was an additionally attractive feature. Second use of a film program would cut in half the per-broadcast-cost of a show.

Availability of Hollywood Names
Fairbanks' Multicam system makes it possible to secure Hollywood faces,

well-known to millions. who are not content to risk their reputations on kinescope recording quality.

Distribution—Programs on film give the clients more flexibility in station and network selection and permit extended use in areas not served by the cable without having to abide with the poor quality of TV recordings.

Promotional Use –Filmed programs can be used for sales conventions, dealer showings and other promotion.

Foreign Television—If and when international TV markets are available, foreign languages can be "looped" into existing programs as the motion picture industry has been doing for years.

Perhaps the most important question the agency or client should ask is, "Should I go along docilely with successive cost increases in live, cable-connected television until they reach the point where I can no longer afford to use the medium—or should I experiment now with a system that promises to lower the costs and increase the value of television?"

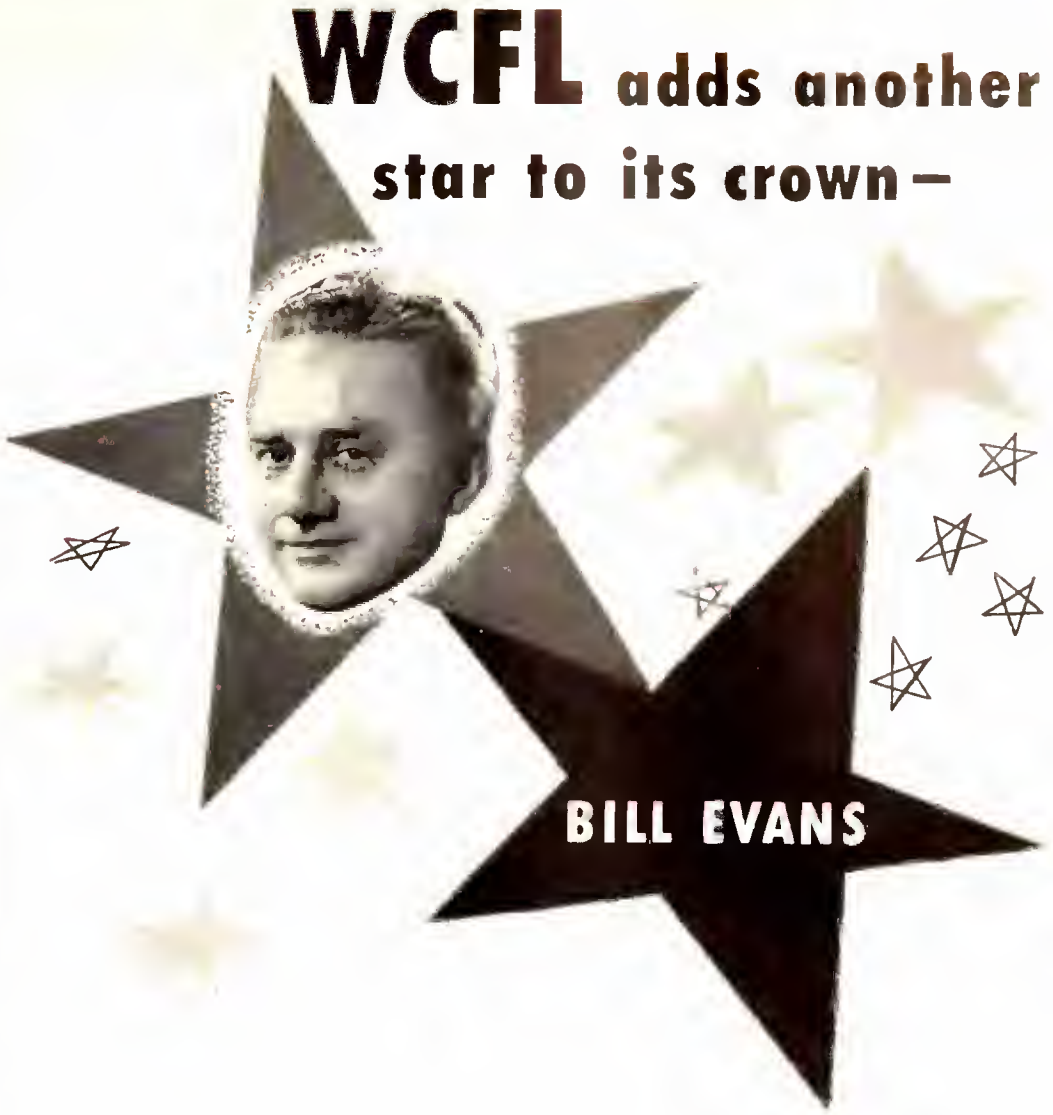
RUSS JOHNSTON
Vice-President
Jerry Fairbanks, Inc.
New York

Mr. Halpern

I think the sponsor's decision in regard to this question will largely be governed by one consideration — coverage. If the sponsor's product is not sold throughout the country, but is to be found in numerous widely scattered areas, it would seem advisable to choose film. This medium would eliminate all local production and talent problems.

If, on the other hand, the prospective sponsor distributes his products throughout areas covered by the TV networks, he would be better advised to invest in a live network program. It is my feeling that the spontaneity and flexibility of a live program has an advantage both from the standpoint of production and appeal.

JOHN HALPERN
Ass't. Radio & TV Director
Erwin, Wasey & Co.
New York



ALL THIS AND EVANS, TOO! Bill Evans' engaging radio personality accounts for his huge listening audience in the Chicago area. His fans are now following his new program of music and information on WCFL—9 to 10 a.m. Monday through Friday. WCFL also builds listener leadership with these star attractions: College and professional basketball games, hockey, and horse race results in sports; the Chicago Symphony Orchestra and other top-rung programs in music, and a bright array of ABC network shows.

SPONSORS GET AUDIENCE PLUS ON BILL EVANS SHOW. Bill Evans follows the perennially popular Breakfast Club. Evans' time is available on block basis in 15 minute strips across the board, or in minute announcements on a participating basis. For further information, contact WCFL or The Bolling Company, Inc.

WCFL
50,000 watts • 1000 on the dial
The Voice of Labor
666 Lake Shore Drive, Chicago, Ill.
Represented by the Bolling Company, Inc.
An ABC Affiliate

If you can have your

Connoisseurs agree that network radio surpasses everything else on the media menu—both for appetizing appeal and for solid nutrition. And for those who also rate it high on the *price* side of the card, we have two mouthwatering facts.

First, Mutual serves up broadcast advertising at costs well below those of any other network. Second, clients consistently get larger audience helpings per dollar on Mutual than they can anywhere else.

This news, in these times, is important to every executive who is responsible for getting the most he can from the advertising bill of fare—and still keeping the check within reason. The most convincing way we know to convey the basic fact of Mutual economy is by this straightforward invitation:

1 *Let a Mutual man work out with you the radio hookup that best fits your marketing needs.*

2 *Let him plan with you the program fare that will best assemble the audience you want.*

3 *Compare Mutual charges with the best buy you can find on any other network—at* any *cost.*

4 *Take a good look at the money Mutual saves you. You can pocket the difference—or use it to finance any reasonable test of* any other medium *you choose.*

That's why we say: on Mutual you can have your cake and eat it too. Whatever you sell and wherever you sell it, we believe that, well within 13 weeks of your acceptance of this invitation, you will get your teeth into two worthwhile discoveries: the effectiveness of network radio... and the economy of the Mutual Broadcasting System.

The Difference is MUTUAL!

+

REMEMBER THESE OTHER MUTUAL PLUS-DIFFERENCES:

Largest Audiences per Dollar in All Network Radio.
500 Stations; 300 the Only Network Voice in Town.
Maximum Flexibility for Custom-Tailored Hookups.
'Where-To-Buy-It' Cut-Ins Available at No Extra Cost.

the **mutual** broadcasting system

MBS
the difference is MUTUAL!

Radio Market Data for Oakland, California

1. How many people?

There are 3 million people in the coverage area of KLX, the top station in Hooper ratings. KLX claims only 600,000 as steady listeners.

2. How rich are they?

Oakland area radio listeners spend 100 million for drugs, 1 billion for food, 1 ½ billion for general merchandise, 1 ¼ of a billion for radios, TV and furniture.

3. What does Hooper say?

KLX leads all independent San Francisco and Oakland radio stations in the Oakland Hooper... and often leads in all six periods!

4. Do San Francisco Independents cover Oakland?

No, these stations reach only 15% to 35% of the Oakland audience that KLX covers. You can check this by adding the Hooper share of audience figures for all six periods.

5. What about KLX results ...and promotion?

Just send for success stories on your field. Also, KLX has won 7 national awards for sound promotion.

KLX

TRIBUNE TOWER • OAKLAND, CALIFORNIA

Represented Nationally by
BURN-SMITH CO., INC.

MOORE PAINT

(*Continued from page* 33)

station and the broadcast time in the station list. Then boldly mark both on your window streamer. Attach the streamer to your display window. Display it prominently during the entire program series—right up to May 27.

"2. *Display the Color Scheme Folder Near Your Cash Register.* Keep a good supply available. Customers will be asking about it! Listeners will be asking for it!

"3. *Use the Package Stuffer-Envelope Insert.* You will receive a generous supply. Insert it in all letters and bills. Make special mailings. Include it with all parcels. Hand it out over the counter. Be sure to imprint your store name in the space provided. Ask your station if it has a mailing list which you can use.

"4. *Insert the Newspaper Mat Every Week.* Place it in your local newspaper regularly—preferably on Thursday or Friday. For best results it should appear on the Women's Page or Radio Page.

"5. *Plan Radio Tie-In Announcements.* Develop your own radio tie-in campaign. Station personnel will be glad to help on this score. Use direct tie-ins immediately preceding and following the program. Use station breaks and spots during the week.

"6. *Get Local Newspaper Publicity.* Betty Moore is good news to homemakers in your community. But first, prepare your publicity releases professionally. . . . Then contact your local newspaper friends.

"7. *Display Products Featured on Program.* Build simple tie-in window displays of the products featured each week by Betty Moore to show what colors and paints are needed for the color schemes she describes.

"8. *Create Interest by Word-of-Mouth.* Gain the interest of as many people in your community as you can. Be sure to tell women about the Decorating Department's free service."

The Mutual promotion and publicity departments have done an unusually canny and thorough job of buttressing the Moore campaign at the dealer and station levels. In a letter to all affiliates, the network urged an energetic follow-up of the local dealer tie-in announcement angle mentioned in the company's merchandising folder. Said Mutual:

"To Benjamin Moore & Co., *Your Home Beautiful's* real worth is its effectiveness at the local retail level. For this reason our client has decided to omit the dealer cut-in plan, available at no extra cost, and, instead, urge dealers to purchase local spot announcements preceding and following each broadcast and during the week. This procedure, used last year, tends to emphasize to each dealer the importance of his participation in national advertising. So consider your local Benjamin Moore dealers as fine sales prospects for local announcements tying in with the show. . . ."

The paint company estimates that 70 percent of its dealers bought such local tie-ins during the course of last year's campaign.

This setup is in marked contrast to the usual situation in which local dealerships are established for nationally-distributed products. In most cases the dealers participate only on a co-op basis, splitting air time costs with the manufacturer, 50-50 or otherwise.

Mutual also sent its stations a detailed merchandising letter on the Benjamin Moore show, in which the following "plan of attack" was suggested:

"Your first step in dealer contacts should be to write to all the Benjamin Moore dealers in your area. In your letter include a brief selling talk on dealer-sponsored announcements. Follow up your letters with personal calls on as many dealers as possible. At this time you can discuss with them their own merchandising plans. . . .

"Invite dealers to hear the initial broadcast in the new *Your Home Beautiful* series in your studios. . . . If you publish a merchandising paper which is mailed regularly to retailers, be sure to include a short story on *Your Home Beautiful* in the next issue. A list of Benjamin Moore dealers is included for handy reference."

The list referred to is broken down by cities and states, and includes at least one dealer for each MBS station carrying the program.

The network also supplies its affiliates with prepared promotional announcements, like this: "Your home, freshly painted and redecorated, is a much happier place to live in. Redecorate this year with the helpful advice of Betty Moore. Hear Betty Moore in *Your Home Beautiful,* with Johnny Thompson's songs, Saturday at (time) on (station)."

Among other promotional suggestions for its local affiliates. Mutual listed these: "Make arrangements with real estate dealers to plug *Your Home Beautiful* in connection with the sale of older houses which need redecoration. This can be accomplished by word of mouth or by small printed cards which could be handed to prospective buyers or left under the door knocker. You might give the real estate dealer air announcements in exchange for this service.

"Have your women's commentator use her women's club contacts to boost the show. She can phone the secretary of each group, urging that *Your Home Beautiful* be brought to the attention of the membership as a program of interest to women."

In point of coverage, (see chart) the Betty Moore show has grown by leaps and bounds, from 16 stations in 1929, to a peak of 385 stations last year. The early programs, on CBS, were voiced by Ida Bailey, cooking and homemaking expert and a pioneer woman broadcaster. Today's Betty Moore, Vicki Vola, is a well-known radio actress.

The current *Your Home Beautiful* program is a fast-paced quarter-hour combining Betty Moore's interior decoration advice and songs by Johnny Thompson. Thompson doubles as straight man for Betty's bright comments on interior decoration in general, and decoration with Moore paints in particular. The announcer often joins these exchanges, adding to the air of informality.

Oddly enough, Moore's competitors do little if any radio advertising nationally, and not a great deal locally. Sapolin buys participations in Jack Sterling's morning show on WCBS. New York, the Cook Paint Co. uses radio in Kansas City, Mo., and Fuller has used radio on the west coast.

Benjamin Moore & Co. and its agency, St. Georges & Keyes, recognize in television a potentially ideal medium for their product — but only if and when "the viewers are in the right places." They are mindful of the fact that at present a majority of video set owners live in cities, and thus usually have little or nothing to do with painting their abodes.

Letters from grateful listeners have been a continual source of satisfaction to the Moore company ever since their first broadcasts in 1929. Here are some excerpts from recent letters to Betty Moore:

"Cologne, Minn.—My friends think my kitchen is beautiful. So do I and thanks for your suggestions. My daughter purchased Moore's Paints for me in Minneapolis which is 35 miles away. I wanted to have the right products so I could get exactly the right results. . . .

"Valley Stream, N. Y.—I have been using your suggestions for some years and have been very satisfied with the results. Moreover the paint your firm manufactures has been excellent, and Smith & Brown, your agents in Valley Stream, have been very courteous. . . .

"Hernando, Miss.—I guess you are the answer to my prayers. I heard your program for the first time this morning and I do want you to know that I really enjoyed it. We have just bought a house. . . ."

More than 200,000 women wrote Betty Moore in a similar vein last year. Requests for color schemes and decoration advice also came from schools, theaters, restaurants, and other establishments. And every one, of course, represented a golden opportunity to "Sell Moore Paint." ★ ★ ★

TWO CITIES — SOUTH BEND AND MISHAWAKA — ARE THE HEART OF THE SOUTH BEND MARKET

The city of Mishawaka begins where the city of South Bend ends. They are separated only by a street. The two cities form a single, unified market of 157,000 people.

Be sure to count both cities when you study this market. It makes a big difference. Here's how: in 1948, South Bend ranked 90th in the nation in food sales, with a total of $36,129,000. But when Mishawaka's 1948 food sales are added, the total becomes $45,385,000—and South Bend-Mishawaka jumps to 69th place! A similar picture is reflected in all other sales categories in this two-city market.

Don't forget, either, that South Bend-Mishawaka is only the *heart* of the South Bend market. The entire market includes over half-a-million people who spent more than half-a-*billion* dollars on retail purchases in 1948.

And only WSBT covers *all* of this market.

WSBT
SOUTH BEND
5000 WATTS • 960 KC • CBS
PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

WATCH

Present the

At the N. A. B

ANOTHER GREAT FIRST!

ANOTHER GREAT EXCLUSIVE!

ANOTHER GREAT SPONSOR-SELLING SHOW!

. . . For WORLD-Affiliat

ONCE AGAIN

WORLD Adds To The Great Train Of Unparalleled Feature Prese

DICK HAYMES SHOW • TIME SIGNAL JINGLES • MUSICAL WEATHE

FEATURE PROGRAM SIGNATURES • HOMEMAKER HARMON

See WORLD'S N. A. B. Convention Exhibit, Suite 500 -

WORLD...

Hottest Idea

Convention!

ANOTHER GREAT

MONEY-MAKER!

WORLD BROADCASTING SYSTEM, INC.
An Affiliate of Frederic W. Ziv Company
501 MADISON AVE., NEW YORK 22, N. Y.
Cincinnati • Chicago • Hollywood

Stations!

ns Already Released:

NGLES • LYN MURRAY SHOW
COMMERCIAL JINGLES

1, Stevens Hotel, Chicago

WORLD
PROGRAM SERVICE
Library

Digest What broadcasters think of the NAB

(Continued from page 27)

SUBJECT	DESCRIPTION	RATING Excel	RATING Other
Labor Relations	Rated the most effective of all NAB departments. General feeling is that department is highly qualified but should give more emphasis to small station labor problems.	60%	40%
Legal	Critical rating reflects uncertainty in broadcasters' minds regarding advantages won or ground lost over FCC and governmental issues. Dearth of ideas may be summed up with, "We don't know what's wrong but we don't like it."	30%	70%
International Relations	Little interest shown in responsibilities or objectives of this department. Except for interferences created by "wildcat" Cuban stations, broadcasters do not feel that local station problems are affected by international events. Rating and comments not consistent with theme of 1950 Convention.	13%	87%
TV	Comments divided on TV as being 1) too new, or 2) an AM competitor and as such should be in a different league. Departmental effectiveness not adequately rated due to AM antipathy; feeling that TV is not paying its way in NAB.	7%	93%
FM	FM broadcasters are critical of AM, feel ignored, want more active department and top level support.	3%	97%
Secretary-Treasurer	Evaluation indicates this office considered a top level staff function with responsibilities that have no realistic application to broadcasters' basic problems of sales, programing, etc.	32%	68%
Engineering	Although top rating is low, comments are few; "Doc" Howard endorsed, personally. Attitude indicates preoccupation with business problems rather than engineering.	22%	78%

NAB

(Continued from page 29)

is considerable sentiment that he be empowered by the President and the Board to act on matters of large importance where his experience as a practical broadcaster will indicate the course to follow.

Those who really know what goes on within the NAB credit Judge Miller with skillful achievements that seldom appear on the record. For example, no adverse legislation has been passed during his tenure. A strong general manager will give the President even more time to utilize his great talents on top-level matters.

Should the networks return to the NAB? Among the larger stations there's strong feeling that the networks have much to offer. One outgoing member of the NAB Board ventured the opinion that with the influx of small stations the inclusion of the networks would do much to balance the scales; besides the sound judgment of such men as Frank Stanton, Niles Trammel, Frank White and Mark Woods the added dues would come in handy too.

The large amount expended in executive NAB salaries is frequently criticized. Several years ago there would have been no comment, but things are different now. A plushy atmosphere doesn't sit well with hundreds of stations who are literally fight-

STOP GUESSING!

WGAL-TV — The ideal station for testing your TV sales campaign

The only television station located in and, the only station that reaches this large, prosperous section of Pennsylvania which includes—Lancaster, York, Lebanon, Reading, Harrisburg and the adjacent area. This market ideally fulfills all the basic requirements for reliable TV sales testing because of:

- Comparative isolation—not deeply penetrated by any other television stations
- Stabilized economy
- A well-balanced population of overage culturol level
- Widely diversified industries
- Ample facilities for distribution and sales
- Compactness which permits fast, accurote checking of results
- Reasonoble odvertising rotes

Viewing is unusnally high and consistent because of interesting local programming and the top shows of four networks—NBC, CBS, ABC and DuMont. A number of alert advertisers are now making TV sales tests on WGAL-TV. Such a test can mean the difference between profit and loss in your TV selling. Write for information.

Represented by

ROBERT MEEKER Associates

Chicago
San Francisco
New York
Los Angeles

A STEINMAN STATION

WGAL-TV

Channel 4—Lancaster, Pennsylvania

Cloir R. McCollough, Pres.

NBC • TV AFFILIATE

ing for existence, and even some of the more prosperous are taking notice. It isn't the individual salaries that are questioned but the aggregate sum.

By and large, the membership would like to cut down on expenses everywhere but BAB. They'd like to put what's saved into the BAB kitty, for here is where the average station hopes to reap a return. To the question, "Shall the NAB budget and the BAB share be increased?" many respondents separated their answers so that the overall conclusion was obvious: don't increase the NAB budget, but give the BAB more. Many others wrote: give the NAB more, BAB more. One out of every three respondents recommended that the BAB budget (now about $200,000) be at least doubled.

In any survey of NAB members today, BAB hogs the limelight. But Labor Relations comes in for plenty of mention, too. It's nearly invariably good. For several years Dick Doherty has been providing prompt, headsup, vital assistance on labor problems to a multitude of stations. True, it's another "hot" service, but Labor Relations could muff it. They don't.

There's puzzlement regarding Broadcast Audience Measurement Inc., successor organization to BMB. The field recognizes the importance of a common denominator acceptable to the broadcast buyer, but the common observation is: "How can I tell what it should be if the experts can't?" There's plenty of interest and anxiety concerning BAM. This matter will be discussed at the Chicago meeting

Some members are distressed about the code. What happened to it? Can it be revived, applied?

Public Relations is a term that means different things to different people. Yet the frequent reference to Public Relations takes on the definite flavor of selling the radio medium to the country at large, to the advertiser specifically. Radio is ripe for an extension of such campaigns as the NAB-RMA "Radio in Every Room," and "Let's Sell Optimism" as initiated by SPONSOR and broadcast by well over 100 stations, notably all members of the Tennessee Association of Broadcasters. NAB Public Relations has practically no funds to do the important job of selling broadcasting.

International Relations, specifically the Cuban situation, are all-important to affected stations. When a member station is involved, he looks to the NAB for a solution. If the controversy is resolved satisfactorily, regardless of who resolves it, everybody will be happy; if not, there will be unpleasantries. That's one of the hazards and responsibilities of Association life.

With the increase in dues 1 April, a number of stations, principally the small ones, have dropped out of the NAB. But the loss may be more than balanced by the imminent return of several 50 kw outlets who, noting that the trade association is in some straits, are forgetting their differences.

Despite all the problems, there are hopeful signs. The broadcasting industry has shown tremendous vitality. The NAB Board contains men of remarkable integrity, ability, and capacity for industry service. Most of them recognize the current problem and the complexities that the NAB President faces. The NAB itself, from Judge Miller down, has men of stature and proven ability. It has done excellent jobs over the past several years that aren't generally known or appreciated.

But the proper foundation must be dug, the house put in order. ★ ★ ★

WINSTON-SALEM'S

First!

STATION

FIRST

- IN LISTENING (Hooper)
- IN NETWORK (NBC)
- IN POWER (5000 WATTS)
- ON THE DIAL (600)
- ON THE AIR (1930)

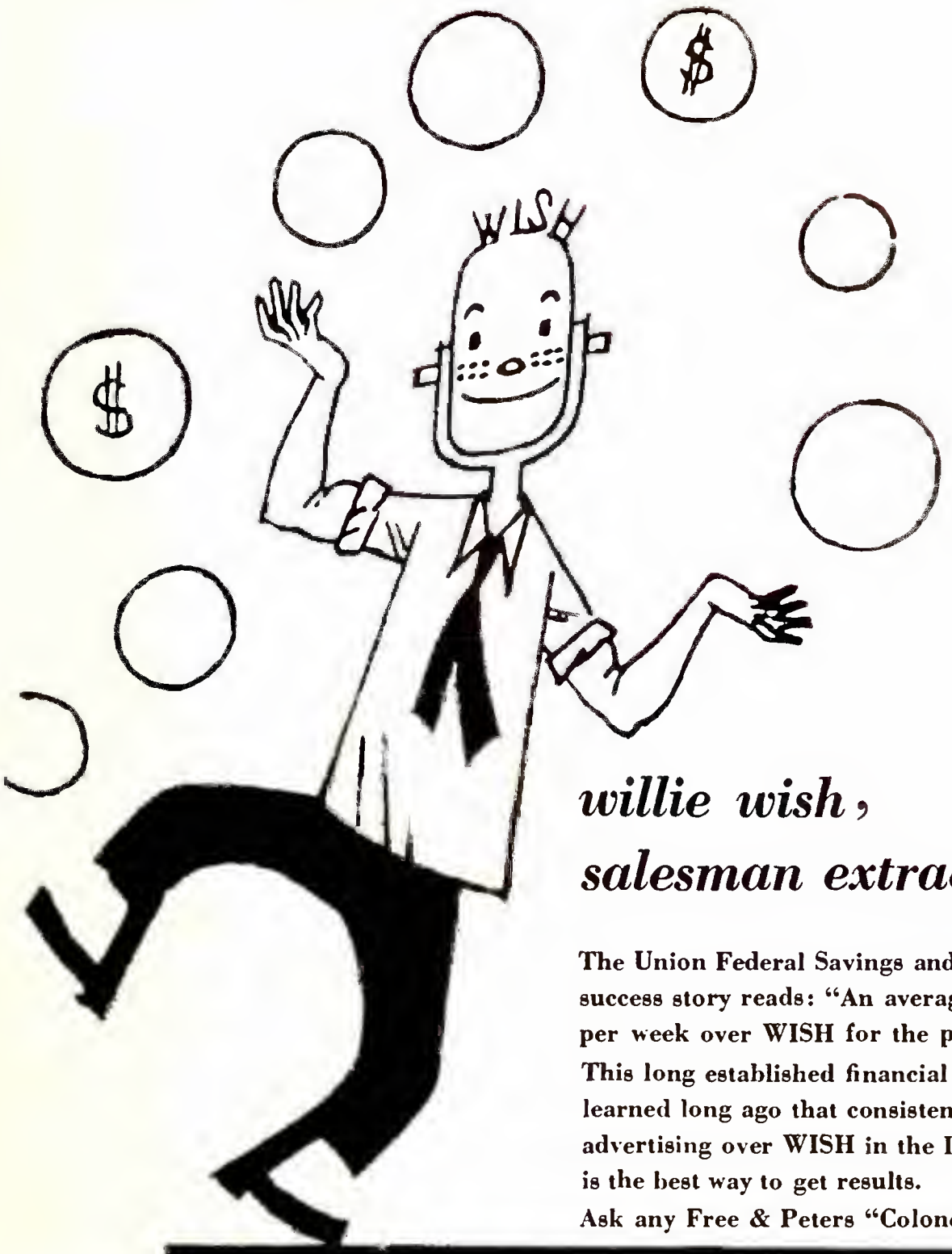
Your FIRST and BEST Buy!

Affiliated with N B C

WSJS AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS

Represented by Headley-Reed Co.

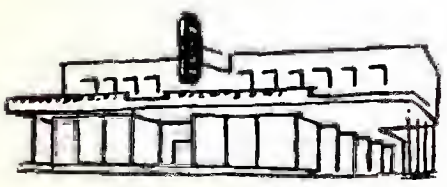
1930 TWENTIETH ANNIVERSARY YEAR 1950



willie wish, salesman extraordinary

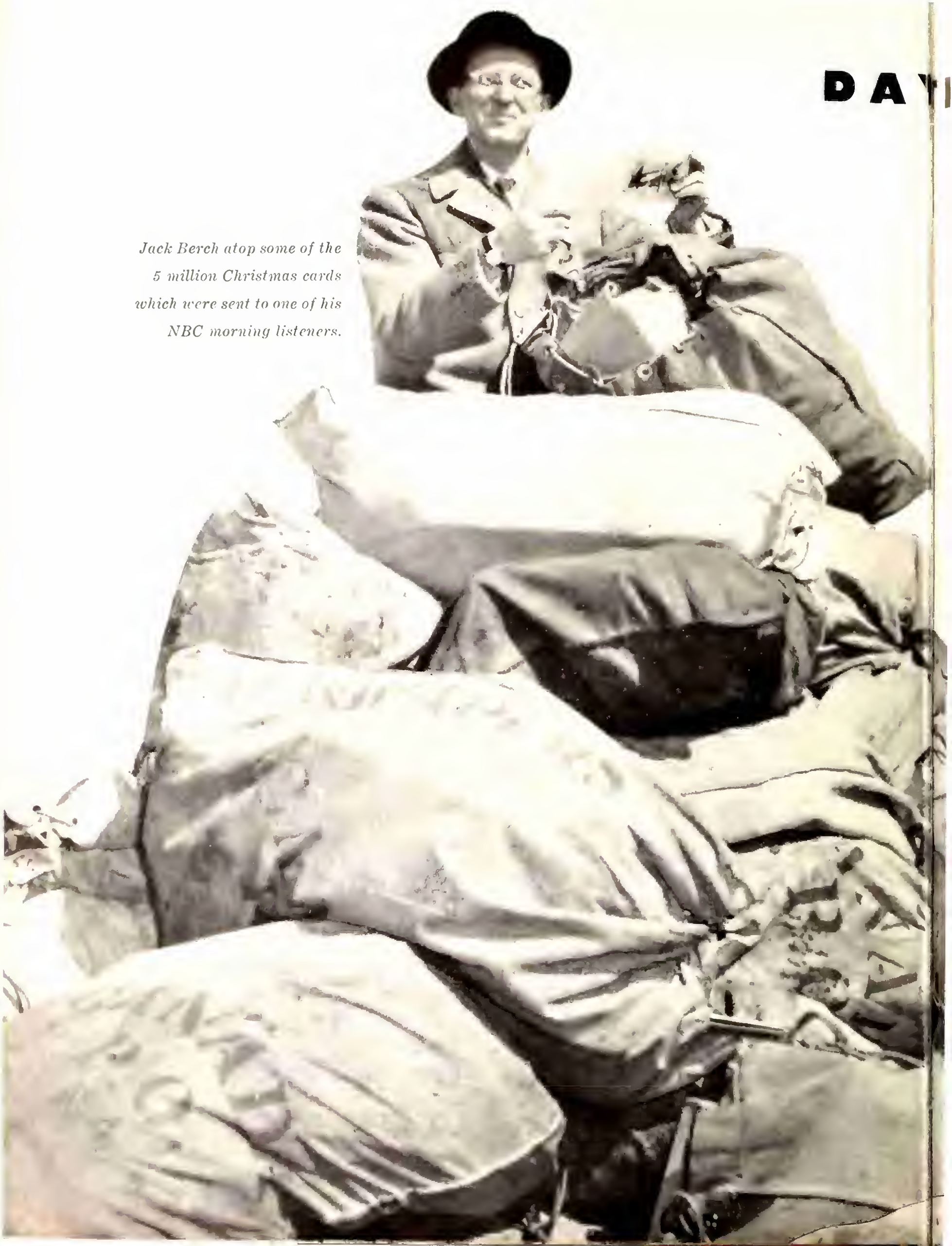
The Union Federal Savings and Loan Association success story reads: "An average of 12 spots per week over WISH for the past seven years." This long established financial institution learned long ago that consistent use of spot advertising over WISH in the Indianapolis market is the best way to get results.
Ask any Free & Peters "Colonel".

that powerful puller in Indianapolis . . .



wish
OF INDIANAPOLIS
affiliated with AMERICAN BROADCASTING COMPANY
GEORGE J. HIGGINS, General Manager

Jack Berch atop some of the 5 million Christmas cards which were sent to one of his NBC morning listeners.



TIME IS BIG TIME

JACK BERCH, Prudential's Singing Star, is perched on a mountain of mail — proof of the power of radio in moving people to action.

A Canadian listener wrote Jack Berch telling him of her need for used Christmas cards. She wanted the cards for scrapbooks which are sent to African leper colonies.

Berch's brief, one-time stirring appeal on his morning NBC program went straight to the hearts of listeners all over America.

More than 5,000,000 Christmas cards were contributed by over half-a-million people. The cards arrived via 370 bags of mail and thousands of pounds of freight and express packages . . . and the mail is still coming at the rate of 6 to 8 bags daily.

Such is the POWER AND APPEAL of network radio today. Such is the listener loyalty advertisers can depend upon when they use NBC.

NBC

America's No. 1 Advertising Medium

THE NATIONAL BROADCASTING COMPANY

A service of Radio Corporation of America

famous firsts in

In 1887 Heinrich Hertz first proved that electromagnetic waves could be sent through space.

★

Blair-TV Inc. was the first exclusive representative of television stations. The first company to recognize and act on the television stations' real need for hard hitting, single minded, exclusive representation.

BLAIR INC.

REPRESENTING

Birmingham	WBRC-TV
Columbus	WBNS-TV
Los Angeles	KTSL
New Orleans	WDSU-TV
Omaha	WOW-TV
Richmond	WTVR
Salt Lake City	KDYL-TV
Seattle	KING-TV

NRDGA

The National Retail Dry Goods Association is a national organization which helps retailers on every level use advertising and sales promotion effectively. Part of the NRDGA's activities is aimed directly at the broadcast advertiser. Throughout the year the organization supplies sponsors with a tide of promotional material. ideas, and suggestions on how they can use broadcast media to better advantage.

Newsletters of the organization contain a special section devoted to explaining how some of its members are using radio; the results they have obtained; and pointers on program improvement. Also included in the newsletter are reports on unique types of dealer tie-ins which can be adopted by other broadcast advertisers. The newsletter is published 20 times a year and is available to non-members at a special fee.

Special bulletins are issued to help the air-advertiser secure fruitful results. NRDGA consults radio advertising specialists to gather material that will assist sponsors in determining their objectives and finding the best ways to achieve them. One of these bulletins sent to members clearly outlines the principles of good program planning for department stores. There are booklets available for other categories of retailers.

Meetings conducted by the NRDGA include one-half day which is allocated to discussing means for getting better retail radio results. The discussions are led by leading authorities representing top retail outfits and various AM networks.

Annual radio contest is held to stimulate better programing by NRDGA members and "to reward good. resultful radio advertising by retailers;" the NRDGA sponsors it in conjunction with the National Association of Broadcasters. The contest is open to NRDGA members only. They must submit a transcription of the program along with an explanation of its objectives. Certificates are awarded to the winning entries.

Counseloring service is available to those retailers interested in using radio advertising. It will assist the neophyte sponsor in selecting the proper type of program, outline several types of sound promotional gimmicks. dealer tie-ins etc. In addition, NRDGA will compile case histories of other retailers in the same business, who have used radio and successfully reached their goal.

Planning calendar issued by NRDGA lists the dates for special weeks, days, and events for the entire year. Some of these events can be developed into profitable promotions by sponsors. A number of promotional possibilities are noted in the calendar.

AFA

It is the function of the Advertising Federation of America to tell the nation why and how advertising is used. By doing this, AFA dispels the common misconceptions people have about advertising and gives them a clearer picture of how it benefits the public.

Radio transcriptions (900 in all) and scripts have been prepared as part of the AFA's campaign for better public understanding of advertising. The transcriptions, ranging from 15-17 seconds, are distributed free to stations requesting them.

Unfair legislation is fought by AFA: currently it's battling the Little Rock. Arkansas, Langer bill which it alleges unjustifiably taxes radio stations and radio time buyers. The Federation is a watchdog of advertising interests.

Forums conducted under the auspiees of the AFA include a guest speaker discussing some topic of interest to broadcast advertisers.

Annual contest run each year by AFA asks high school students to write essays on what advertising means to America. Several sponsors have used the contest as a tie-in with their radio programs to boost product identification among teen-agers. This year's contest is being promoted on Colgate-Palmolive-Peet's *Our Miss Brooks*.

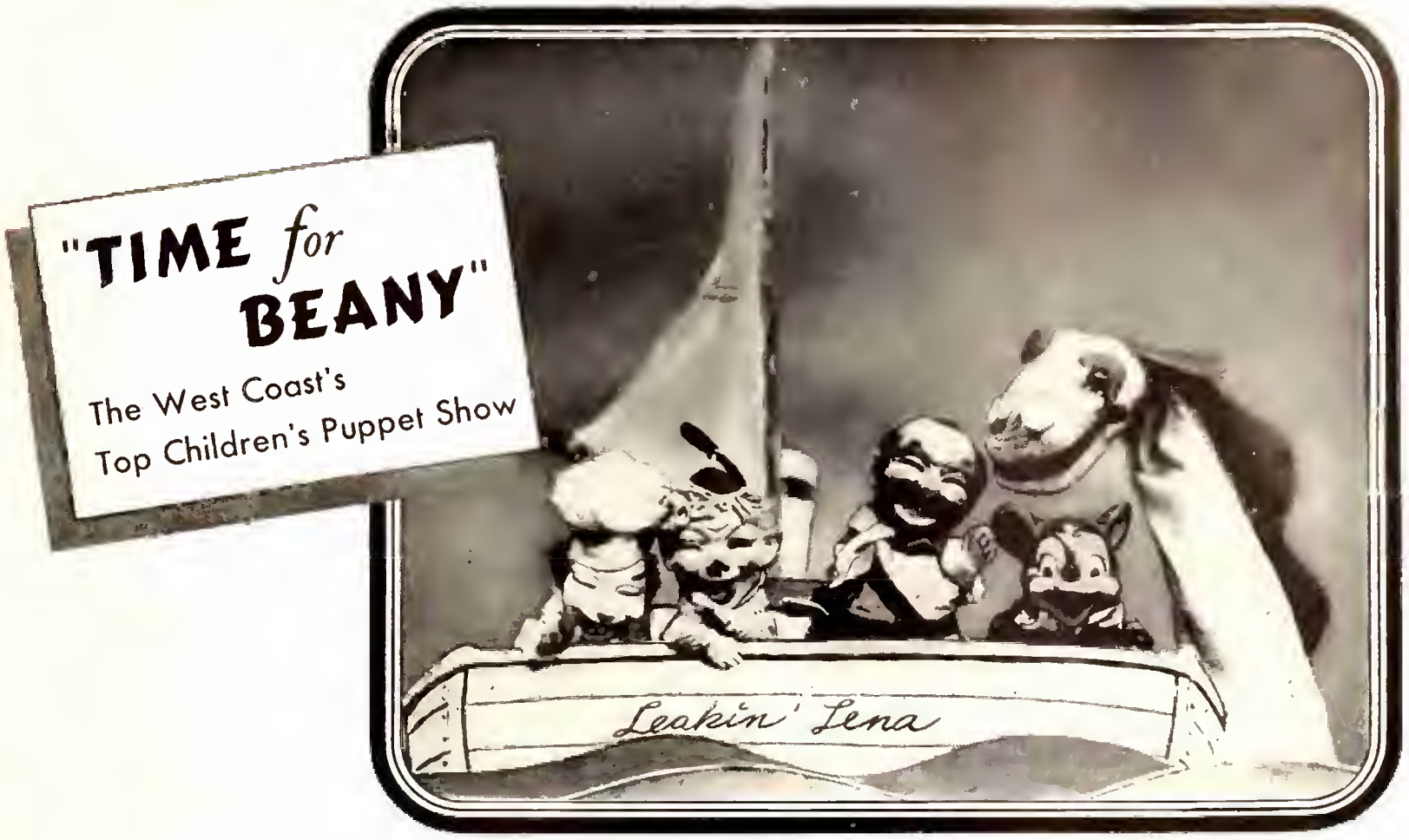
AAAA

The American Association of Advertising Agencies is the national organization of the advertising agency business. Membership is by application and is open only to ad agencies able to meet the qualifications for membership. These include experience, ability, character. ethical and business standards, and financial responsibility.

A Four-A agency is a symbol to the advertiser of an able and ethical agency.

The association has three aims:

ADVERTISERS: Now, you can buy Hollywood-produced, audience-tested, high-Hooperated TV shows on a spot basis at prices you can afford!



One of *Paramount's* TRANSCRIBED SHOWS: 15 minutes, five-times-weekly, open-ended for commercials. Film-recorded as broadcast over KTLA, Los Angeles, since January 1949. Syndicated throughout U.S. . . . **with some good markets still open.**

RATINGS: December-January Hooper for Los Angeles—32.4 average weekly Telerating, with 60.6% share-of-TV-audience. January Tele-Que rating: 35.3. "Emmy" Award, "Best Children's Show, 1949," Academy of TV Arts and Sciences. "Top Children's Show, 1949" **Tele-Views** Popularity Poll. Citation: "Best Kid's Show, 1949," by Southern California Association for Better Radio and Television.

FORMAT: The whimsical adventures of a high-spirited youngster called Beany, usually aboard the "Leakin' Lena." The cast (all unusual plastic hand puppets) includes those pictured above: Hopalong Wong, a cheerful Chinese cook; Beany; Uncle-Captain Horatio Huffanpuff; Honey, a friendly bearcub; Cecil, a versatile but frequently seasick sea serpent and Mr. Nobody, a chatterbox invisible to everyone. Also, Dishonest John, sly trouble-maker; Susie, a pigtailed cutie; and Clownie, a circus stray.

RESULTS: Beany's Los Angeles sponsor, Budget Pak, Inc., offered a plastic toy, "Train of Tomorrow," for 50¢ cash and wrapper from 19¢ or 29¢ candy item. This self-liquidating premium, in the *10 weeks* from September 12 to December 2, 1949, *pulled 84,000 replies*—a looker-listener cash outlay of $64,680 of which $42,000 was cash remitted, $20,160 spent for candy, and $2,520, postage.

Paramount transcribed programs are available to advertisers in one or all TV markets on a spot basis. Also available to TV stations with privilege of resale to local advertisers.

KTLA Studios • 5451 Marathon St., Los Angeles 38, Calif. • HOllywood 9-6363

New York Sales Offices • 1501 Broadway • BRyant 9-8700

KTLA Paramount Television Productions Inc.

A SERVICE OF THE PARAMOUNT TELEVISION NETWORK

Willa Monroe, another of many good reasons why WDIA alone delivers the great Memphis Negro market.* Let us tell you how Willa ("Tan Town Homemakers," 9-10 A.M., Mon.-Fri.) does a real selling job for such accounts as LaFrance Bluing.

HOOPER STATION AUDIENCE INDEX
City: Memphis, Tenn. Jan.-Feb., 1950

Index	Homes Using Sets	WDIA	A	B	C	D	E
Total Rated Time Periods	23.2	15.1	9.0	12.4	20.8	14.3	27.6

*Metropolitan Memphis population 44% Negro U. S. Census, 1910.

"WDIA, Memphis, Tennessee, Bert Ferguson, Mngr., Harold Walker, Com'l Mngr., John E. Pearson, Rep."

Jan.-Feb. 1950

MORNING	37.2
AFTERNOON	34.9
EVENING	25.6

First By Far!

● WFBL

SYRACUSE, N. Y.

Represented by
FREE & PETERS, INC.

ANA

The Association of National Advertisers helps advertisers employ the professional skills of the advertising agencies to better advantage.

Members of the ANA include the nation's major industries. The work of the AAAA and the ANA, to a great degree, complement each other. While the AAAA serves industry through the advertising agency, the ANA develops and encourages the more effective and profitable use of advertising as a tool of selling and management.

ANA aids include:

Protecting the buyers of advertising against possible unsound practices of sellers through meetings individually and in groups with AAAA, publishers, broadcasters and other media. Seven media committees and an ANA radio council keep members well-informed on latest advertising developments.

Posting members on the latest legal moves of the government as they concern advertising practices. The legal department also interprets decisions of the courts in FTC cases, Food and Drug Administration, Fair Trade laws and trademarks.

Media committees give the ANA members the advantages of group thinking and organized collective action. They include the magazine; newspaper; radio (ANA Radio Council); outdoor advertising; display advertising; industrial advertising and films committees.

Day-to-day service includes keeping members posted with information, ideas and experiences on advertising and related subjects as they apply to individual needs. There is also a large library and files system covering all phases of marketing and advertising.

Thus, the AAAA and the ANA sometimes working together, at other times singly, strive to improve advertising in all its phases. How they are succeeding is evidenced by the high standards of the advertising profession.

1. To protect, strengthen and improve the ad agency business.
2. To advance the cause of advertising as a whole.
3. To perform services for members which they cannot perform for themselves; or which can be done better or less expensively through the association.

These aims are further broken down as follows to insure maximum service to advertisers:

Standards of agency service required make clear that the agency's work extends from product and market analysis to cooperation with the clients to insure the greatest effect from advertising.

Protection for the advertiser is extended by means of a standard of practice which condemns untruthful or indecent advertising copy, rebating, or use of speculative materials in soliciting accounts.

AAAA cooperates with advertisers and media in three major joint research enterprises—the Advertising Research Foundation, Broadcast Measurement Bureau and Traffic Audit Bureau. Research projects include continuing studies of transportation advertising; farm publications; weekly newspapers; business papers.

TBA

Advertisers, prospective advertisers, agencies and stations can get an overall idea of what is happening in the television industry with the aid of a *quarterly* compilation by the Television Broadcasters Association.

This brochure—"Status of the TV Industry"—can be used as a handy reference tool for the advertiser who wants to know how, when and where to spend his video dollar.

Copies, free to TBA members and a dollar to non-members, provide data from diverse sources. And, from these sources, an advertiser can glean enough information to help him make his decisions.

A typical issue contains the following:

Statistical picture of an average TV community which gives an advertiser an idea of trends to be expected. From cities like Milwuakee, Washington, D. C., New York and Los Angeles come figure breakdowns giving the average number of hours TV sets are used. Men and women's program preferences are listed. So are children's likes and dislikes. Thus, from past figures, agency and advertiser can avoid the pitfalls of mismating product and program or audience and program.

TV impact on home habits; TV viewing habits and TV selling power are concisely explained.

TV advertising analysis service given is indispensable to the sponsor who wants

to know what his competitors are doing. The number of advertisers, and types, by product groups, help the sponsor know whether he is using video to its best advantage. Included also is the number of advertisers by markets.

RMA

The Radio Manufacturers Association has helped promote multiple radio set buying with their "Radio-in-Every-Room" campaign. Thus, indirectly, they have benefited dealers, distributors, radio stations, and radio advertisers in their set-selling drive.

For over two-and-a-half years, the RMA Advertising Committee promoted the "Radio-in-Every-Room" campaign with spot announcements, slide film and playlet.

While RMA no longer sponsors the national campaign they have assisted distributors and radio stations in Baltimore and Cleveland get started with their local promotional campaigns.

RMA is now busy in the video field. They've issued a question-and-answer booklet on color television called RMA Recommends urging the adoption of color TV after a thorough test of the system to be adopted. They have also advocated, in their booklet, the lifting of the freeze on commercial television applications and the prompt allocation of very high frequencies.

National representatives

In the 20's, the station "rep" was a pavement-pounder, selling time. The national station representative of the 50's sells time, plus service.

This new concept of responsibility has come about because, as the industry has progressed, it has grown in complexity. It is harder for the national station representative to get his share of the business. Conversely, with the advent of television, many advertisers are turning to the flexible medium of spot advertising. That representatives are racking up sales records in 1950 is due mainly to this fact plus sharpening of existing sales tools, de-

Best Buy in
SOUTHERN
NEW ENGLAND
WTIC

BEST BUY ON
WTIC
"Strictly Sports"
with
BOB STEELE
6:15 - 6:25 P. M.
Monday, Wednesday,
Friday
Alternate days sponsored
by Camel Cigarettes
since November, 1946
City Hooperating October,
1949 - February, 1950 inclusive:
13.2
Call WEED & CO.
for details, today

PAUL W. MORENCY
Vice President - General Manager
WALTER JOHNSON
Assistant General Mgr.-Sales Mgr.

WTIC's 50,000 Watts
Represented nationally by
WEED & COMPANY

velopment of new ones.

Taking them point by point, here are the tools the field offers to buyers of advertising:

Market and station data issued in summary form, including population, number of families, number of radio sets and buying income help the advertiser determine which station's facilities are best fitted for his needs.

Rate card standardizatiton, which station representatives are constantly striving for, assures the advertiser of a fair and equitable charge regardless of where he buys his time. Competitive data are also made available to advertisers. They show the cost per thousand radio homes in the diffcrent stations in the area.

Availability data is routinely sent to advertisers and agencies and lets them know what is available in regard to time or station.

Continuing studies of the broadcasting field bring the advertiser or prospective advertiser a better pictnre of conditions in the industry. Census reports, used by one company, keep advertisers informed on population figures by counties. Incorporated are reports on how much each county spends for food, drugs, autos and other commodities. Invaluable to industries concerned.

Programing aid is offered in an advisory capacity: representatives suggest changes in programing and point out technical flaws. The representatives can also suggest network shifts or change in station affiliation when it means more business.

Billing and collecting is handled by three or four representatives—a service greatly appreciated by advertising agencies. A few representatives also grant credit—a distinct service to some stations.

Calendar of expiration dates based on 13, 26, 39 and 52-week cycles is offered by one representative. This copyrighted calendar shows the sponsor and time buyer, at a glance, when his contract is up for renewal.

Station brochures and a comprehensive presentation of stations' salient sales points are handled by most representatives from copy to art work and production. Letters and bulletins are also mailed to advertisers and agencies. These highlight success stories of programs and personalities and point out the specific types of programs that are the best showcase for a sponsor's product.

National Association of Radio Station Representatives, Inc., in a partial list of its activities, prepared for SPONSOR by its managing director, Tom Flanagan, gives an indication of how it aids advertisers:

1. Production and distribution of "Spot Radio Lets YOU Decide," a factual study of stations, audience, programs and other data.
2. Tabulation of material and publication of the Spot Radio Estimator, widely used by advertisers and agencies in planning spot campaigns.
3. Easel presentation of spot radio, used by member stations and their salesmen, and in talks before sponsor and agency executives, university classes and other groups.
4. Monthly meetings with advertisers to explore results from use of spot radio, difficulties, possible improvements, advertisers' needs for information, service.
5. Special presentations to advertisers and agencies, on specific campaigns.
6. Teams of NARSR members assigned to work with individual advertisers to supply them with spot media information.
7. Analysis of industries for comparative 10-year sales volume by corporation units in the industry, gross and net profits, administrative selling and advertising expenses, analysis of advertising methods, of success and failure.
8. Individual service to advertisers and agencies on requests for information on all phases of radio, and especially, television.
9. Continual contact with radio and TV stations to secure better information and service through representatives.
10. Analysis of questionable advertising practices.
11. Publication of a directory of members and the stations they represent.

BAB

Broadcast Advertising Bureau, a branch of the NAB, is much more than the national promotion voice of the broadcasting industry. Its staff not only performs general services of great significance to advertisers, but under

IN SAN FRANCISCO BAY AREA TELEVISION . . . A TOP LOCAL HOMEMAKING PROGRAM BUILDS BIG AFTERNOON AUDIENCE:

"Your Home" show proves KRON-TV peak pull for sponsors

Each weekday for a full hour—3 to 4 p.m., Monday through Friday—the only televised homemaking show in San Francisco Bay Area sells products by demonstration. Special "Your Home" features include: Monday, decorating tips . . . *Tuesday,* charm . . . *Wednesday,* community interests . . . *Thursday,* fashion . . . *Friday,* gardening

Constant attractions on "Your Home" are cooking demonstrations by Edith Green (shown here) and Bonnie Kever's interesting interviews with celebrities and personalities in the news

Just one example of KRON-TV's strong local programming

Exceptional sales results are reported by present non-competitive sponsors of "Your Home." Facts and figures, now accumulating rapidly, are available on request.

And KRON-TV is teaming many other good local productions with favorite NBC network programs that assure strong audience tune-in. KRON-TV provides unparalleled "Clear Sweep" coverage of the San Francisco Bay Area. If you're planning a television campaign in this market, check KRON-TV coverage, programs, spot availabilities.

KRON TV
SAN FRANCISCO CHRONICLE
SELL MORE ON CHANNEL 4

Represented nationally by FREE & PETERS, INC.
. . . New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Building, 5th and Mission Streets, San Francisco

TOP SHOWS
TO FIT
YOUR BUDGET

Get FREE Auditions and cost for your station on these TOP transcribed shows listed below:

- TOM, DICK & HARRY
  156 15-Min. Musical Programs
- MOON DREAMS
  156 15-Min. Musical Programs
- DANGER! DR. DANFIELD
  26 30-Min. Mystery Programs
- STRANGE ADVENTURE
  260 5-Min. Dramatic Programs
- CHUCKWAGON JAMBOREE
  131 15-Min. Musical Programs
- JOHN CHARLES THOMAS
  260 15-Min. Hymn Programs
- SONS OF THE PIONEERS
  260 15-Min. Musical Programs
- RIDERS OF THE PURPLE SAGE
  156 15-Min. Musical Programs
- STRANGE WILLS
  26 30-Min. Dramatic Programs
- FRANK PARKER SHOW
  132 15-Min. Musical Programs

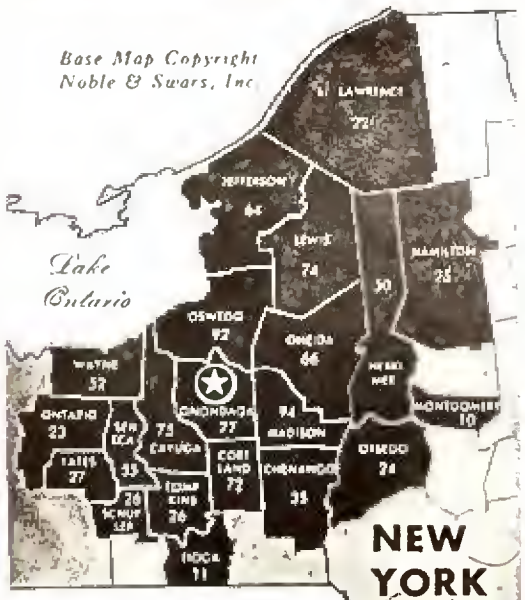
For The Best In Transcribed Shows It's

TELEWAYS

RADIO PRODUCTIONS, INC.

8949 Sunset Blvd., Hollywood 46, Calif.

Phone CRestview 67238 — BRadshaw 21447



This is

WSYR ACUSE
AM - FM - TV

21 rich Central New York Counties • 205,000 BMB Station Audience Families

WSYR ACUSE
AM - FM - TV

NBC Affiliate in Central New York

HEADLEY-REED, National Representatives

certain circumstances may consult directly with national and regional advertisers on specific problems in the use of broadcasting. Here is a digest of services for which an advertiser can call on BAB. (The only cost to the advertiser is expenses of the Bureau staff member where travel is involved.)

Advisory information is available to both advertisers and prospective advertisers on the national and regional level. The only requirement is that the problem be of general interest to the industry and that BAB be permitted to use the information developed for the benefit of the industry, should it so desire. Printed information such as reports, experience stories, is supplied without cost.

Trade associations may obtain the bureau's help in planning ways in which their member organizations can profitably use radio and television. For example, the National Stationers Association, Life Insurance Association, National Laundry Institute and many others have sought and obtained advice on use of broadcasting in their fields.

Cooperative advertising plans which include radio and television are reported in detail by BAB to all NAB member stations. This is of benefit to the manufacturer or sales organization in two ways:

1) It keeps co-op advertising (in so far as broadcasting is concerned) from being a football; local radio salesmen keep constant pressure on retail outlets to take advantages of co-op allowances. This helps assure widest possible coverage at the local level. International Harvester introduced a home refrigerator and wanted to get immediate and widespread local radio promotion for new features. A flash from BAB on broadcasting co-op allowances started salesmen all over the country presenting the case for broadcasting to outlets handling the new Harvester product.

2) BAB sends to stations information on co-op plans only after the firm concerned has checked and okayed the data. This enables station salesmen to advise retailers in following through accurately the necessary steps in availing themselves of the manufacturer's plan, thus eliminating waste of company time and correspondence.

Research facilities of the parent NAB's research department are available to BAB. In addition, it will have a fund of its own, commencing 1 April, for basic research on problems of broadcast advertising. But by the very nature of its operation BAB is a clearing house of information on the use of radio and television. By far the greatest basic source of information applying to broadcast problems lies in the pool of data continuously accumulated by BAB and available to staff experts for use in analyzing specific problems of any advertiser. The BAB has put some of its informational efforts into films available to advertisers.

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BMB

Broadcast Measurement Bureau, the industry-sponsored audience measuring organization, is scheduled to expire next 30 June. But its Study No. 2 is a must in the business of figuring radio coverage. The study is a county-by-county report on the total audience of every radio station in the United States. A committee representing the NAB, the American Association of Advertising Agencies, and the Association of National Advertisers has proposed the formation of a successor corporation to be known as "Broadcast Audience Measurement, Inc., which would inherit BMB assets, including Study No. 2 and the activity of servicing it.

The report includes the following features essential to agencies and advertisers concerned with radio:

Total audience measurement, the *only* current study that reports total audiences for all U. S. stations. This study counted radio homes who listened from one to seven times per week. It shows distribution of coverage, county by county. Figures are given both in percentage and estimated number of families in each station's total audience.

Breakdown of frequency with which families tune stations is reported on basis of 1-2, 3-5, and 6-7 times per week. This helps a sponsor estimate the "density of coverage" he's buying and is a valuable tool for agencies in planning spot campaigns and the size and distribution of networks.

Servicing of the report includes special tabulations of the punched IBM cards, analysis of coverage data, etc., at cost. Data is also available to an advertiser on stations not subscribing to the report.

Broadcast Measurement, Inc., BMB's proposed successor, would continue to perform some kind of industry-wide research. The kind of measurements is

a matter for future decision.

In addition to a "total audience," or coverage measurement it could perform program rating services, using meter, diary, coincidental, or other methods. Public opinion surveys are a possibility. According to present thinking, the new corporation would be financed by broadcasters through a stock issue. Agency and advertiser people who join with broadcasters as incorporators will do so independently of the AAAA and the ANA and will not participate in financing the new corporation.

News services

News is still the "meat and potatoes" item on the radio programing menu. Survey after survey has shown that listeners prefer news to any other type of program fare. And they get what they want—advertisers buy more news shows of one kind or another than any other type of program.

The two largest news wire services —AP and UP—maintain separate radio divisions which contribute an important part of their income. INS, while it has no separate radio news wire, has many station subscribers to its regular newspaper wire service. Trans-Radio Press, on the other hand, was organized primarily to sell news to radio stations but also services a few newspaper clients.

In recent years, radio—and television—have become increasingly important to the news services for inescapable financial reasons. New stations have been built in great numbers, while newspaper clients have dwindled because of rising costs, mergers, and material shortages.

The prospective radio advertiser who is considering sponsorship of a news program has a choice of more than 30 different types—each of them self-contained and delivered to the station or network at regular intervals by teletype or mail. These include, aside from the basic new bulletins and hourly summaries, such specialized packages as women's programs, commentary programs, farm programs, business and economic programs, human interest programs, sports programs. Each of these generic types is in turn subdivided into specific programs of varying lengths and descriptions. The programs, as they come in over the wire or through the mail, are ready for broadcast, with the addition of commercials.

Here is a rundown of generic news program types together with some of the products they are currently selling on the air:

Basic news programs — automobiles, breakfast food, candy, cereal, coal, coffee, dairy products, tooth paste, paint, insurance, hats, peanuts, shaving cream, soup, motor oil, flour, gasoline.

Human interest programs—women's apparel, vacuum cleaners, tractors, laundry service, medicine, dry cleaning, shopping guides, soap, taxi service. oil, baked goods. appliances.

Business and economic reviews—Banking services. groceries, jewelry, lumber, real estate. automobiles, men's wear.

Farm programs—coffee. trucks, real estate, flour, fertilizer, livestock, insurance, home loans. dairy products. seeds, tires. fuel oil. farm implements, insecticides. livestock, lumber, magazines, furniture, electrical appliances, cold storage. hardware, sulphur, investments.

Commentary programs — wine, flowers, drugs, men's clothing. oil, baked goods,

WHY PAY MORE...

When W-A-Y-S Does It For So Much Less?

HERE IS WHAT CHARLOTTE LISTENS TO FROM 7 to 8 A. M.

(Percent of listening homes, most recent morning survey)

W-A-Y-S, 5000 watt, regional— 4.05% hear Alonzo Squires.

Station "A", 50,000 watt— 4.47% for the same period.

DOLLAR for DOLLAR

W-A-Y-S IS YOUR BEST BUY!

W-A-Y-S
W-A-Y-S, FM
610 kc.
CHARLOTTE, NORTH CAROLINA
Represented by Avery-Knodel

Say . . . . . .

Are YOU being misled about

NORFOLK???

Getting most for your dollars in VIRGINIA'S NO. 1 MARKET?

Better *double check* your schedule *NOW* for this prosperous, booming area!

and get set for

BIG NEWS IN NORFOLK RADIO

in 1950!

ASK RA-TEL . . . .

about

A M **WSAP** F M

Serving
NORFOLK — PORTSMOUTH
NEWPORT NEWS
From
Portsmouth
MUTUAL NETWORK
B. Walter Huffington, *General Mgr.*

New York Radio Station Representatives, small office, long established company has sales opening. $80.00 weekly salary. Send written application including experience, age, family status to Box No. 13, Sponsor.

beer, electrical appliances, dry goods, gas, flour, pencils, oil, plumbing and heating, tractors, real estate, television, stationery.

Women's programs—soap, loans, men's wear, flowers, drugs, dry cleaning, canned meats, baked goods, automobiles, public ntilities, women's wear, gifts, moving and storage, floor coverings, gas, furs, groceries.

Sports programs—cigars, tractors, boats, radios, beer, sporting goods, food, automobiles, soft drinks, shoes, radios, oil, jewelry, insurance, banking, tires, printing, coal.

With the exception of INS, the news services have had comparatively little to do with television so far. INS, in collaboration with Telenews, a film producing unit, offers a packaged video newsreel service in which news bulletins are cued in with current newsreel clips. Company representatives are available for advice and consultation on building television shows based on the newsreel.

Research services

In a broad sense almost any market research service is a potential tool for an advertiser. The following research tools, however, are specifically adapted to the specialized requirements of the radio and television advertiser:

Program research is designed to tell an advertiser how many listeners or viewers a program has; who they are, when, where, how often and how long they listen or view. In addition to program rating services which deal in this kind of information (see "Program rating services") nnmerons research organizations are equipped to do smaller scale special investigations in this field. Qualitative research into the likes and dislikes of program elements with diagnosis for corrective treatment is the province of firms specializing in this field together with network and agency staffs devoted to program analysis.

Audience research, which some of the rating services also provide, counts the number of listeners to networks and individual stations and how long and how often they listen (See BMB).

Coverage maps are provided by various research organizations from special studies of station coverage data. This service overlaps the work of both BMB and the work of a number of regular program rating services active in these related fields.

Program rating services

Program rating services deliver a variety of data of essential importance to network, national spot, and local advertisers.

Sets in use is the percentage of the sample actually listening at any period. Records of the trend at various times throughout day, week, or month, are useful in choosing programs and time of broadcast.

Shade of audience is the percentage of sets in use tuned to a given program (or station). It is one measure of the relative pulling power of a show.

Audience composition is the percentage of men, women, and children tuned to a program and helps a sponsor judge the appropriateness of his program and time period.

Behavior of the broadcast audience from period to period (minute to minute as measured by meter and other devices) is analyzed and reported as part of the regular service of firms like Nielsen, Hooper, and others. Such analyses may include information on home characteristics, audience turnover, frequency of listening, audience for spot announcements, etc. Not all services operate in such a way as to obtain this and other detailed information on audience habits, and the only one now in a position to do this on a national scale is the Nielsen Company.

Sales effectiveness studies are not available as a regular service from most program-rating organizations. They are available from the Nielsen Company as part of a comprehensive service called the National NRI (Nielsen Radio Index) Service. C. E. Hooper, Inc., recently established such a regular service. Sales Impact ratings.

Spot ratings are issued by Advertest Research, covering TV in the metropolitan New York area. Basic information is obtained through interviews. The Nielsen Company offers essentially the same type of analysis for spot as for network radio.

Evaluation of audience listening and viewing habits together with data on economic status, education, size of fam-

PLUS COVERAGE. A calendar was offered to listeners of WGAR's "Range Riders". Local response was tremendous. But there also were requests from 199 towns and cities *outside the state of Ohio* . . . from Canada, Maine, Virginia, Michigan! This is a plus coverage that national advertisers get on WGAR!

WIDE AWAKE PROMOTION. A WGAR-published newspaper, "The Dial", is one of WGAR's many promotional activities. Mailed to a select list of merchants throughout WGAR's coverage area, it keeps dealers informed about WGAR personalities, programs, sponsors, and products.

in Northern Ohio..

WGAR

the SPOT for SPOT RADIO

AN OUTSTANDING PROGRAM. Jack Dooley, specially trained U. of Iowa newscaster and Des Moines Radio News Award winner, takes over WGAR's oldest established news program . . . the 11:00 PM News. This program is now available for sponsorship. Ask us about it.

A WGAR SPONSOR. Watkins Furniture Company of Cleveland is a successful advertiser on WGAR. They are now in their *seventh renewal* of WGAR's popular "Mayer of the Morning" program, Monday through Friday. You are in good company on WGAR.

RADIO . . . America's Greatest Advertising Medium

WGAR . . . 50,000 watts . . . CBS **Represented Nationally by Edward Petry & Company**

This is Jean Joyce,

"Killian's Personal Shopper." She presents commercials written by Beulah Marsh of Killian's, Cedar Rapids' leading department store. Beulah and Jean are one and the same— have been ever since the store's 9 a.m. news program started 16 years ago (which makes it the second oldest continuously sponsored newscast in radio history).

This is A. L. Killian,

Chairman of the Board of Killian's. He knows that 75% of Cedar Rapids' morning listeners hear WMT (from a questionnaire recently mailed to 10,000 charge account customers); that Cedar Rapids' "Homes Using Sets" in the a.m. is 71% above the national average; that WMT covers the store's entire trading area (from mail stimulated by "The Wishing Well," Killian-sponsored afternoon program).

This is Bill Quarton,

WMT's general manager, who originally handled the Killian account as a salesman. Bill can quote statistics like an electronic computer—but they all prove the same two things— Eastern Iowa is a lush market for advertisers; WMT is the sellingest station in Eastern Iowa. Ask the Katz man for full details.

This is Eastern Iowa...

5000 watts • 600 kc • Day & night

WMT CEDAR RAPIDS

BASIC COLUMBIA NETWORK

FOR TV STATIONS:

The GRAY TELOP

Television Optical Projectar **ENABLES EASY, LOW COST TV COMMERCIALS**

Naw used by networks and independent stations

The problem of low budget yet modern and visually interesting TV Commercials productian is salved by the new Gray Research TELOP. Versatile, 'cinematic' effects are abtained fram inexpensively prepared materials ar small abjects.

1. TELOP TELEVISES MANY THINGS

There are four optical apenings far apaque cards, phatographs, art wark, glass slides, transparencies, strip material (on rolls), and small abjects.

2. DUAL PROJECTION

Twa slide holders, containing ten projectian items, may be used in any two aptical apenings. Any twa items may be televised simultaneausly with superimpasitian, through lap dissalve ar fade-aut. The bottam statian in the TELOP may be apened far televising small abjects.

3. STAGES #2 and #3

These two variable speed units may be attached ta any station, ane far vertical rall strip, the ather for horizontal televising of teletype news strip. The harizontal unit may be used anywhere between tap and battam of the mosaic.

4. NO KEYSTONING

The single projectian lens eliminates keystoning of the projected mosaics.

5. RUGGED EQUIPMENT

The TELOP, weighing 600 lbs., has a cast iran base and rigid framework ta withstand constant hard usage.

For full details write for Bulletin T-101

GRAY RESEARCH and Development Co., Inc.

28 Arbor St., Hartford 1, Conn.

Divisian af The Gray Manufacturing Company • Originatprs of the Telephone Pay Statian

ily, etc., in connection with opportunities to increase program and commercial effectiveness is part of the NRI service. Raw data from diary interview and some other reports may provide the basis for such analysis, but only Nielsen offers it as part of a regular service. Another approach to program diagnosis is that of the Schwerin Corp. Schwerin undertakes to ascertain the effective reasons for liking or disliking a program as it unfolds minute by minute. On this basis recommendations for correction or strengthening are made.

Area coverage indexes compiled by by C. E. Hooper. Inc.. for some 60 U. S. radio stations, are station coverage reports.

Local city reports covering approximately 100 cities are issued three times a year by C. E. Hooper, Inc., for five-month periods. Ratings are averaged over the period so as to produce what is essentially a time period rather than a program rating.

Networks

The four major networks, with their nationwide facilities and breadth of organization, are ideally equipped for serving the advertiser. Competition keeps them neck-and-neck, and all four webs offer the same kinds of basic services.

Audition facilities are provided for anything from a one-minute announcement or a full-hour show. Any network salesman or account executive can set it up, and make the necessary arrangements with program and engineering personnel.

Research services are available to the advertiser. Daily program ratings, coverage, audience analysis, etc., can usually be obtained on request. Special arrangements should be made with the department head for detailed and extensive information on program acceptance, brand identification, market breakdowns, etc.

Reference libraries are maintained by the networks where, in addition to the standard reference works, a wealth of invaluable background material is available. This includes various statistical studies, newspaper and magazine clippings pertaining to radio or to particular shows or stars.

Client booths are reserved for the advertiser and his associates at auditions

and at each broadcast, if desired. Such extra comfortable facilities are available at all studios and network playhouses.

Publicity and promotion departments of the networks produce a steady stream of releases for newspaper and magazine radio editors, columnists, women's page editors, etc. Such material, produced and placed expertly, constitutes valuable free advertising for the sponsor. Even in cases where the product is not mentioned, this material contributes to building larger audiences which in turn mean added sales and profits. Additionally, the network publicists themselves are ideal sources of information, since it's part of their job to be thoroughly familiar with every aspect of their network's operation.

Prospective advertiser who is "on the fence," or who merely wants more facts and figures on a specific show, and on how it can sell his product, should contact the network's presentation department. Working in collaboration with the sales department, they are prepared to turn out in short order an exhaustive prospectus on whatever program the advertiser has in mind.

Merchandising

Merchandising services available to advertisers vary so widely from station to station and network to network that no set pattern emerges. Some stations do little if any merchandising. Others do a great deal.

Among the station merchandising services most frequently encountered are these:

Lobby displays of the advertiser's product itself, facsimiles thereof, or photographic reproductions are placed prominently in the studio building and, in the case of audience shows, in the studio or auditorium.

Sampling by mail in the case of new products or a test sampling is handled by stations.

Personal appearances by program stars and sometimes the entire cast at the point of sale arranged as an added sales stimulus.

Point-of-sale displays by the retailer or dealer, tying in with the radio campaign, are arranged by stations and networks.

Tie-in promotions are frequent gimmicks. Deals between purveyors of complementary products or services, such as builders and painting contractors, are often co-ordinated by a station's promotion department

Route lists are prepared by some stations. They give an advertiser exhaustive lists of likely retail outlets for his product—food stores, drug stores, etc. These may be broken down in a variety of ways—geographically, racially, budget-wise, etc.

Retail advisory services are another tool. At least one large station holds retail store modernization sessions in which retailers in food, drug, grocery and other fields are given expert advice on revamping their businesses

Trade publications

Every industry of consequence has its periodicals, and the advertising industry has many. With the increase in competition between media and the specialization demanded by the era, the service rendered by the several publications has become more and more defined.

The broadcast publications in particular find present-day problems so numerous, serious, and ever-changing

Something New Has Been Added

To The

ROSE BOWL CITY

Pasadena . . . the nation's 107th city in population, but its 3rd IN PER CAPITA INCOME . . . shows a new radio profile this spring.

Veteran 1000-watt daytimer, KWKW now has:

BETTER FREQUENCY
FULL TIME OPERATION
NEW RCA TRANSMITTER
BONUS FM AFFILIATE
NEW STUDIOS

KWKW continues to woo over 100,000 prosperous Pasadenans, plus large segments of the Greater Los Angeles market by top-notch news, music and commentary service, plus such exclusives as all-day sports news and a variety of foreign language hours.

K W K W

PASADENA-LOS ANGELES

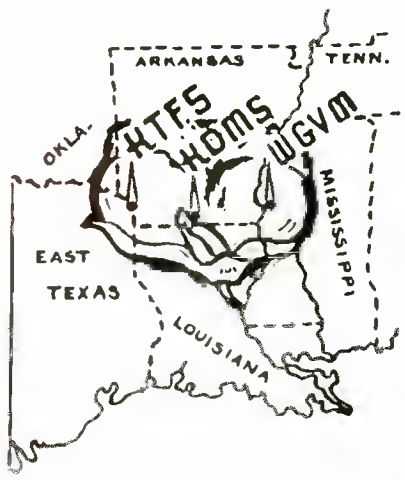
Call your nearest Forjoe man for details!

P.S. When you're in Pasadena-Los Angeles area, drop out and get some sunshine and exercise on our private "Pitch and Putt" course.

SELL THE COTTON BELT

WITH THE "COTTON BELT GROUP"

Over 1,250,000 people in the primary area at less cost



COTTON • OIL • LUMBER

AGRICULTURE

"The South's Billion $ Market"

Write—Wire—Phone
Cotton Belt Group
c/o KTFS
Texarkana, Tex.-Ark.

that their pages bulge with pertinent data. Their opportunities to render constructive service constantly expand.

Some trade periodicals are specifically grooved toward the agency and advertiser and offer a constant stream of service. Here are some of the aids available through SPONSOR and comparable publications:

Readers' service is extended to advertisers and agencies; they regard qualified publications as a good right arm in answering a-hundred-and-one questions. Most magazines have indexes and skilled personnel available to render such service.

Research studies are conducted by a few magazines at the request of readers. For example, one publication compiled a list of disk jockeys as a readers' service.

Bonus publicatians are issued to answer specific needs; such "added" publications as Farm Facts Handbook, 199 TV Results, TV Dictionary for Sponsors (all published recently by SPONSOR) are available to subscribers. Several magazines have "extras."

Experience stories about what other advertisers are doing, and how they're doing it, are an important ingredient of specialized trade publications. Such facts and figures stories help the advertiser appreciate and effectively use the broadcast media.

Transcription companies

The transcription companies have succeeded in giving national, local and regional sponsors network quality programming at comparatively low cost. Their job doesn't end there. They're interested, too, in meeting differences in regional tastes and local station needs. And they are succeeding.

National advertisers, who want different programs for their different markets, are heavy users of ET shows. They include companies such as Coca-Cola; Pepsi-Cola; Canada Dry; Lipton's Tea; Trommer's Beer; Sears, Roebuck and Borden's.

Once the firm has sold a program to a station that's not the end of its job. Stations are given promotional aid and advice. Some of the sale-spurring items and promotions include:

Biographies and complete details on show talent for newspaper or radio station publicity release. Glossy photos of the show's stars and newspaper mats for local newspaper reproduction.

Pre-announcements recorded to plug a new transcribed series.

Franchise sales agents. Some firms act as agents for books, games and toys that are tied in with a children's program. Advertiser's name and sales message can be imprinted. This service and material, at a nominal fee, means program and store promotion simultaneously.

Special jingles such as time signal and weather jingles are given to the local station free. These are made available to the sponsor at a slight fee.

Syndicated spot announcements with merchandising tie-ins such as musical household hints in rhyme and rhythm.

Window displays and three dimensional figures for point-of-sale promotion.

Merchandising service that includes tips on new products; hints on merchandise to feature in conjunction with the day's transcribed show; commercial copy suggestions and production instructions.

Premiums can be purchased by the program sponsor to be given away in conjunction with an adventure program. Usually self-liquidating items like a picture book, jewelry or photographs.

Facts supplied for the observance of national weeks or holidays.

Jingle library and tailored jingle service. A sponsor can have a jingle to meet any local requirement. Jingle library covers 48 different types of businesses.

Seasonal window displays. Christmas, Thanksgiving, Fourth of July, Halloween displays.

Music program services

Music program services today provide stations with superior quarter and half hour musical shows which are available to national as well as regional and local sponsors. The low cost and high production calibre of such programs is possible because they are built from complete music libraries leased by the program services (also known as music library services) to stations on a monthly rental basis. The library companies, as part of their services to stations, build 26- and 52-week series of commercial programs, timed to allow inclusion of commercials by local announcers. They require only

199 TV Results

case histories
in 59 categories
capsuled and indexed
for profitable use

AND

BONUS WITH YOUR NEW SUBSCRIPTION TO SPONSOR

Return the coupon below and receive the next 26 issues of SPONSOR plus "199 TV RESULTS" and the "TV DICTIONARY FOR SPONSORS."

SPONSOR PUBLICATIONS, INC.
510 MADISON AVENUE
NEW YORK 22, N. Y.

Enclosed please find $8.00* for a year's subscription to SPONSOR. I understand that I will receive "199 TV RESULTS" and the "TV DICTIONARY FOR SPONSORS" at no extra charge.

*CHECK HERE IF YOU PREFER TO BE BILLED LATER

NAME

FIRM

ADDRESS

CITY STATE

selecting from the library the necessary transcriptions and rehearsing with the advertiser's commercials. There is an accelerating trend toward greater sponsorship of these programs because of their consistent ability to get good audiences against any kind of competition. A variation of the "library" idea is the service of Bruce Eells which offers stations a library of transcribed shows of all types for a monthly rental.

The music program services offer several factors important to sponsors:

Program notes, interesting information on the music and stars of a series provide station program departments with data for additional continuity and for program promotion.

Program promotion and publicity material including newspaper mats, publicity releases, photographs of talent, exploitation ideas are regularly furnished each station subscriber to the library service.

Production aids, such as musical bridges, sound effects, special voice tracks in which star introduces sponsor, local announcer, etc., are provided to aid in giving a series a completely professional feeling in its production.

Merchandising aids in form of ideas and plans for tying in the show with point-of-sale material and other product promotion are furnished.

Fifty-two weeks (and indefinitely longer) of sponsorship are now possible for most music library series.

Package producers

The package producer is a program building expert specializing in developing programs for advertisers. Most package producers have several completed programs available that can be adapted to a sponsor's needs. At the drop of a hat any of them will tailor a show for a sponsor if they haven't anything in stock he can use.

Here's what the packager does for the sponsor:

Program selection suggestions by the packager aids the sponsor in making his program choice. They meet with the sponsor and/or his agency and discuss the various types of program vehicles which will move his product best.

Program production is done entirely by the packager. The entire show (generally exclusive of commercials) is written, produced and directed by the packager.

Sales analysis is provided by producers; they supply suggestions for linking the product name to the show. In addition, they offer ideas for commercials to the agency and work out special merchandising promotions such as contests, give-away gimmicks, premium offers, etc. All these campaigns are slated to stimulate sales and make the product familiar to the people who have never used it before.

Publicity departments are operated by some of the packaging firms. They furnish releases about client's shows and create promotions aimed at getting the program and the sponsor free space.

Transit radio

Transit radio is a specialized commercial broadcasting service evolved especially for bus and trolley riders. Its basic program ingredient is "listenable" popular tunes and capsuled news items broadcast via static-free FM radio. Programs are also heard in FM-equipped homes. FM stations operate the service in cooperation with the local transit companies in 22 cities where the service is now available. This service is steadily expanding. A national sales organization, Transit Radio, Inc., with offices in New York, Chicago, Philadelphia, and Cincinnati, represents the stations on national accounts. (See complete report in SPONSOR for 27 February, 1950, page 30.)

Transit radio offers advertisers several distinct features, some of them unique:

Audiences are counted accurately. Local transit officials know the approximate number of riders on their systems during any hour or half-hour in the day. An advertiser can know how many ears he is buying for a series of announcements at any time of day or night.

Audience composition is of equal importance; the transit radio sponsor knows *who* is hearing his message. Transit statistics include detailed breakdowns on rider's income, occupation, age, sex, when they ride, average length of trip, etc. Knowing who is riding when al-

WOC
FIRST in the QUAD CITIES

In Davenport, Rock Island, Moline and East Moline is the richest concentration of diversified industry between Chicago, Minneapolis, St. Louis and Omaha. The Quad Cities are the trading center for a prosperous two-state agricultural area. Retail sales, total buying and per capita income rate higher than the national average, according to Sales Management.

WOC-AM 5,000 W. 1420 Kc. • WOC-FM 47 Kw. 103.7 Mc.

WOC delivers this rich market to NBC Network, national spot and local advertisers . . . with 70 to 100% BMB penetration in the two-county Quad City area . . . 10 to 100% in adjacent counties.

WOC-TV Channel 5
22.9 Kw. Video • 12.5 Kw. Audio

On the Quad Cities' first TV station NBC Network (non-interconnected), local and film programs reach over 8,000 Quad Cities' sets . . . hundreds more in a 75 air-mile radius.

Basic NBC Affiliate
Col. B. J. Palmer, President
Ernest Sanders, General Manager

DAVENPORT, IOWA
FREE & PETERS, Inc.
Exclusive National Representatives

lows sponsor to time and slant his copy to prospects with unusual precision.

Working women, riding public transportation to and from work, make up a sizable proportion of women riders in a day. They aren't available as regular daytime radio listeners, but can be reached through announcements while riding.

Costs now average from $0.75 to $1.00 per thousand riders during rush hours and $1.00 or more during shopping and entertainment hours and on Sundays on basis of maximum frequency.

Some of the national advertisers using transit radio include: Ipana (Bristol Myers); Miles Laboratories; Swift & Co.; Fanny Farmer Candy Stores; Frigidaire; Ford; Chevrolet; Plymouth; General Baking Co.; United Fruit Co.; Gruen Watch Co., and Arthur Murray Dance Studios.

Storecasting

Storecasting is a means of broadcasting tailor-made music and commercial announcements to the shopper already in the grocery store. It originates from local FM stations, and is picked up by specially-designed receivers in the store. The same program is available on home FM sets. Storecast operates in Philadelphia, Pittsburgh, Chicago, and southern New England; and will operate in metropolitan New York starting in May.

It is a direct stimulus to the buying impulse right at the point of sale. As tools for the advertiser, Storecast provides several services.

Stock control measures make certain that the advertiser's product is always on hand. Storecast field men check each store's inventory of advertisers' products each week or two, and leave a suggested order form with the store manager. The store manager then uses the form to order his fill-ins. Storecast's record of less than one percent on advertised products that are out of stock is impressive when compared to the 16 percent out-of-stock average for grocery products.

Display ideas, tested and proven, are made available by Storecast to its stores. Part of the Storecast System agreement is that Storecast advertisers be assured of good competitive displays. Storecast representatives are often able to obtain extra displays for an advertiser's product.

Product sampling campaigns direct to the store manager's home can be made. Storecast makes available to the advertiser a list of the home addresses of store managers; this gives the advertiser an opportunity to sample his product to the store managers in their own kitchens.

Special seasonal promotions are arranged for Storecast-advertised products. Promotions are usually in the form of special commercial announcements and special displays.

Monthly sales figures are submitted to the advertiser. Each month Storecast sends the advertiser his product's sales results in Storecast-serviced markets.

Shelf panel strip signs bearing the product's brand name are provided for all Storecast products.

More than 200 leading national and regional grocery products are using the Storecast System, including such names as: Coca-Cola, Pepsi-Cola, Maxwell House Coffee, Libby's Baby Foods, Minute Maid Orange Juice, My-T-Fine Desserts, Schaefer Beer, Quaker Oats, Post Cereals, Beech-Nut Products, and Swift's Canned Meats. ★ ★ ★

WNOX

gratefully acknowledges the

ALFRED I. duPONT AWARD

• 1949 •

for outstanding and meritorious

SERVICE

in encouraging, fostering, promoting and developing American ideals of freedom, and for loyal and devoted service to the nation and to the community

Scripps-Howard Radio, Inc. WNOX

KNOXVILLE, TENN.

CBS 990 kc 10,000 watts Represented by Branham

IN SPORTS

KATL is Houston's original SPORTS STATION, pioneering in complete coverage of Major and Minor League Baseball, Hockey, Basketball, Wrestling, Boxing, Football, etc. . . .

If you would like to reach Houston Sports-minded fans write, wire, or phone Independent Metropolitan Sales, New York or Chicago . . . Or call:

Houston's Oldest Independent

KATL

HOUSTON, TEXAS

ask

JOHN BLAIR & Co.

about the

HAVENS & MARTIN

STATIONS IN RICHMOND

WMBG—AM

WCOD—FM

WTVR—TV

First Stations of Virginia

BASEBALL

(Continued from page 31)

sharing the bill this year. Ballantine Ale & Beer.

Goebel Brewing Company will sponsor all home and road games of the Detroit Tigers over 31 stations fed from WJBK, Detroit.

Another beer company, Fox de Luxe Beer, will pick up the tab for the White Sox games on WJJD, Chicago. Muntz TV is co-sponsor.

The Griesedieck Bros. Brewery Co. of St. Louis has a three-year exclusive contract for Cardinals broadcasts. The 1950 games will go out over a Midwest network numbering 70 or more stations. This year for the first time, Griesedieck is selling 40-second periods during each game to other advertisers: announcements can be bought on single stations or on the whole chain.

The sampling above makes it obvious that beer companies regionally and locally continue as heavy spenders in baseball broadcasting, as do cigar and cigarette manufacturers. Despite the growing popularity of the national sport among women (and its perennial fascination for kids), baseball sponsorship is top-heavy among advertisers seeking the male-adult market. This point will be covered at greater length later in this article.

The postwar popularity of baseball is changing the whole pattern of summer broadcasting. This year in-season baseball will be heard live over a 31-state network for the first time in radio's history when Mutual starts its "Game of the Day" series on 360-odd stations. At this writing, CBS as well had network plans. Reports filtering from Columbia's Madison Avenue, New York headquarters indicate that the Saturday Dodger games may be heard this season on many stations of the network. If plans go through, Post Cereal Division of General Foods, which alternates sponsorship of the Dodgers with the F & M Schafer Brewing Company on WMGM, is a likely sponsor.

Along with Atlantic Refining, Sealtest sponsors the Pirates on WWSW, Pittsburgh. Games here are rebroadcast to a special network in western Pennsylvania. Enthusiasm for baseball in Pittsburgh is at a high pitch: WWSW baseball broadcasts last year had the top major league Hoopers.

Off the diamond, Bing Crosby and Bop Hope will star in a special radio program titled "Welcome Back, Baseball" to be sponsored by General Mills over CBS, MBS, and ABC on three succeeding days in mid-April.

Baseball is so popular it acts as the glue to bind stations.

In one case baseball has been responsible for the glueing together of what may conceivably wind up as the nation's fifth coast-to-coast web, the Liberty Broadcasting System. Liberty started with one station in Dallas (KLIF) three years ago; now it comprises a reported 60 or 70 stations signed for whom they provide five hours of programing daily during the baseball season. It was built up completely on the popularity of its baseball re-creations which brought in-season big league broadcasts to the South for the first time.

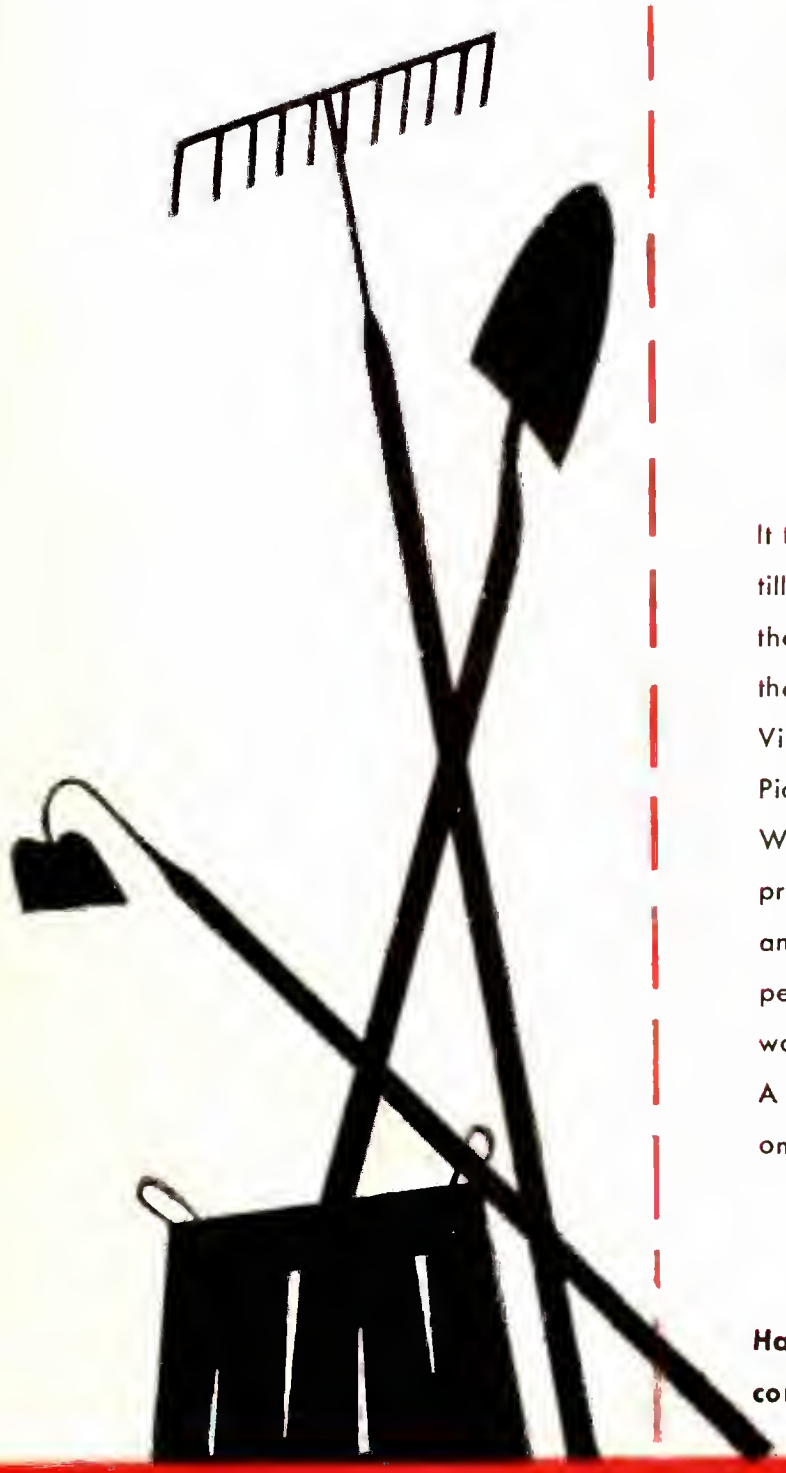
Last year the Liberty Broadcasting System sold its re-creations to 46 Mutual affiliates, according to James Foster, its general manager. But ask a Mutual executive whether Liberty was a factor in the "Game of the Day" move and he's likely to flick disdainfully at an imaginary speck on his sleeve. Speck or no, Liberty's success was, at the least, used by Mutual as an indication of the baseball possibilities when it reached a decision.

In 1948 the Liberty Broadcasting System consisted mainly of one fledgling Dallas station, a set of realistic baseball sound effects, and the vocal cords of a young, ex-Navy Japanese language interpreter and baseball enthusiast named Gordon McLendon. He is Liberty's president and chief baseball announcer.

Gordon McLendon calls himself the "Old Scotchman." Actually, he's young (28) and ambitious as a queen bee. McLendon is given to making blue-sky statements about LBS having 250 to 300 stations affiliated by 1951 in a 48-state chain. But then he has a right to spread himself.

McLendon started cold in 1948 on his theatre-magnate father's new station KLIF, Dallas. With only college baseball broadcasting experience to back him up, he bit off a toughie. He was going to bring major league games to Dallas from New York via leased wire re-creations. This despite the opinion of "experts" that people in the South weren't interested in big-league ball . . . or in re-creations.

McLendon's re-creations scored im-



HOW TO PLOW AND PLANT IN RICHMOND

It took a lot of plowing ond planting,
tilling ond toiling to horvest
the bumper crop of listeners
the Havens & Mortin stations deliver in
Virginio's first morket.
Pioneers in rodio ond television both,
WMBG, WTVR ond WCOD ore as much o part of
prosperous Richmond os its traditions
and londmarks. They are os close to its
people, their likes ond tastes, os you'd
wont your nationol soles message to go.
A Bloir representotive will be glad to
omplify the facts.

Havens & Martin Stations are the *only* complete broadcasting institutions in Virginia.

WMBG AM
WTVR TV **FIRST STATIONS OF VIRGINIA**
WCOD FM

Pioneer NBC outlets for Virginia's first market.
Represented nationally by
John Blair & Company.

Clients keep
renewing because
. . . they're getting

SALES
RESULTS

Ask your Headley-Reed man about the best buy in . . .
Charlotte, N.C.

1st in the South—sixth in the nation in effective buying income per family.

NBC in Charlotte

RADIO-TELEVISION
EXECUTIVE SALESMAN

Aggressive—Seasoned —Hard Hitting, 38 years young, married, 2 children.

Excellent background and sales record N.Y. agencies and networks selling and servicing accounts for both radio-television.

Established contacts agencies-advertisers. Has sold successfully for Networks and Nat'l. Representatives.

Seeks a connection where the future is limited only by performance and production.

Interested in selling for good *Station* (any market) *Representative; Film Producer* or *Allied Field.*

Write Box 14, Sponsor, for his past experience and know-how in advertising and selling to top management. He can do an outstanding creative selling job for your property.

pressive successes for sponsors and were bought up quickly by stations in the South and beyond. La Zenda Cigar used Liberty baseball time on a number of stations through Texas and became the number one brand in every one of those markets.

The Conro Work Clothes Company bought five minutes of the baseball time and by the end of one season was three months behind in production on 50,000 dozen orders. In areas where there was no distribution, stations were harried by phone calls. The Conro people offered baseball schedules at one point in the season and disposed of 50,000 in four days. The write-in demand totaled 250,000.

Liberty had baseball on over 200 stations last year and will have almost that many this season. Rate schedule of the network works this way: population of the station city and retail sales in the station market are the index. There is no standard rate card.

The Mutual "Game of the Day" series referred to earlier takes its name from the fact that it will offer each day's most interesting game in the opinion of the Mutual sports staff. There'll be a minimum of ten originations from each of the American League cities; and some National League games will be covered. Live broadcasts will be the rule wherever possible with re-creations planned only in case of rain-outs in the area scheduled that day.

On the rare days when there are no games, Mutual will carry a program of the sports celebrity interview type. The network expects to attract an average of 75 million listeners.

In the case of the American League, Mutual bought broadcast rights from the Baseball Players Annuity and Insurance Plan which since 1947 has owned and profited from the broadcast right sales. Some National League rights, on the other hand, are owned by the individual clubs. This makes for greater difficulty in arranging National League coverage and Mutual will air only a limited number of the National League games.

Some idea of the immensity of the baseball broadcasting picture can be gathered from the fact that since 1947 the players' fund has taken in two and a half million dollars for rights.

Mutual stations are selling time locally for the "Game of the Day." There are 30-second announcements at the end of every half-inning and one 60-second announcement at the end of the game.

As this issue of SPONSOR went to press, there was no complete breakdown available of the type of sponsor Mutual stations were attracting; or of the total number of stations which had sold the whole game. A check revealed, however, that a week after announcement of the baseball feature 140 of the 360-odd stations planning to carry the games had wired in reports of sales. Over 40 were booked solid; over 100 were partially sold.

Mutual execs said they expected to have at least 300 stations sold before the season starts next week (18 April). At the time this went to press a prediction as to whether this is probable was difficult.

Down at 1440 Broadway, in Manhattan, however, Mutual execs are encouraging one another by reading from a set of "score cards" which describe sales already chalked up.

One early sale reported on a Mutual "scorecard" was by WRAL, Raleigh. Three of the daily games there will be sponsored by the Cameron Village Shopping Center, a group of merchants who have banded together to share costs.

WPJR, Mutual station in Greenville, has been selling spots to a cross-sectional group of local merchants. As an indication of the wide variety of sponsors the games have attracted, here is a partial listing of the WPJR baseball advertisers: Barq Beverage Co. (Pepsi-Cola); Farmers Tractor & Implement Co.; Goldcrest 51 Beer Distributor; Delish Shop Cafe; Norge Distributor; Scar's Moving Vans; Greenway Drug Store; Garmon Ice Cream; City Cab Co.

Mutual has a sales brochure for use of its stations which tips off where the web expects its best chances for sponsorship lie. The brochure has four different covers: one to be attached for beer prospects; another for automobile dealers; and a third for local soft drink bottlers. That Mutual chose beer for one of its individualized covers points up the fact that breweries have been a predominant force in baseball advertising.

Progress of the Mutual stations in selling baseball time will be watched carefully by advertisers and stations.

Emphasis placed on the network baseball situation should not obscure

Why WCCO is sold on summer selling

LAST SUMMER WCCO had 25% more all-summer-long advertisers (national spot and local) than the previous season. Better still, by astute programing it produced low cost-per-thousand ratings.

WLW, KDAL, WEBC, and KNX are a few other stations that recognize the importance of the summer push. KOIL has a special summer merchandising plan.

Talk to these stations, or many others bucking the summer bugaboo, and you discover the key to success is *hard work.* The salesman who counts himself out from June to August is missing a golden opportunity.

SPONSOR is *sold* on summer selling. Its 1949 Summer Selling Issue helped advertisers and agencies appreciate the importance of radio selling during the hot months. In Des Moines Maurice Mitchell of the BAB spotted pages from this issue decorating the walls of the ad club. An agency wrote that a cancellation was turned into a renewal on many spot stations after the client read SPONSOR's Summer Selling Issue. Another agency wrote that it had been their plan "to reduce a 5-weekly program to 2-weekly for the months of June, July, and August . . . but in the midst of our deliberations along came SPONSOR's Summer Selling Issue with summer selling trends and experiences of clients who had used summer radio. So we didn't reduce. And the continuation on 36 stations worked out fine."

SPONSOR's 1950 Summer Selling Issue will be out *8 May.* It's unique; it's for advertisers and agencies. It will get top reading. It will be saved. Regular rates and frequency discounts apply. We think you should be in it. Don't you?

SPONSOR

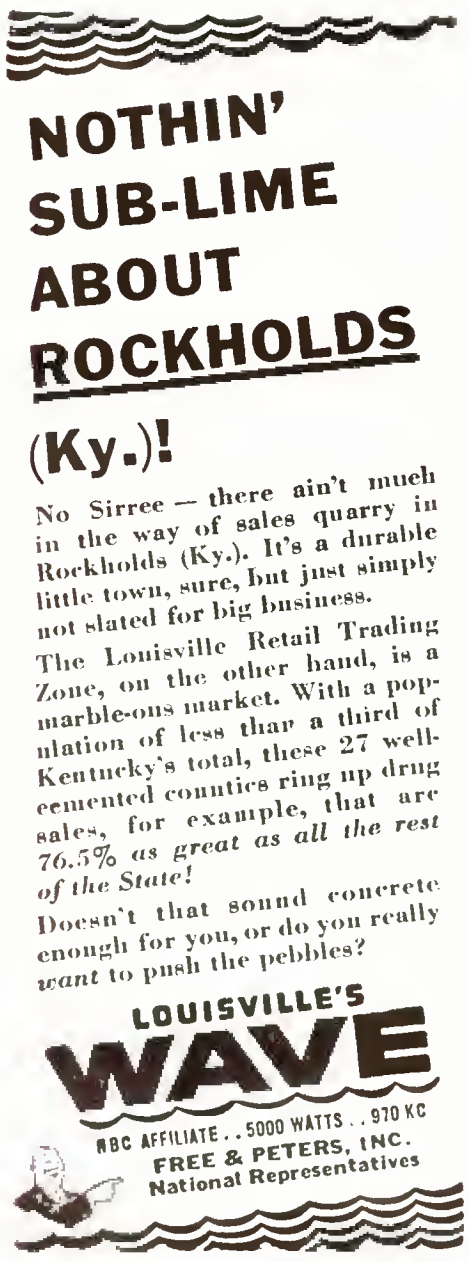
The Magazine That Broadcast Buyers Read and Use

the basic fact that baseball is a strong element everywhere in local station programing. More than ever before baseball on local stations, large and small, is attracting large audiences. Some independent stations have been built up entirely by baseball.

KATL, Houston, is a good example. The station's first Hooper after start of broadcasting in May of 1947 outdistanced every other station in the city. The night rating was 32.5; and Sunday afternoon hit 23.5.

Broadcasts of Houston Buffaloes games were what got the station off to such a good start. This Texas League team stirs great local interest as do minor league clubs everywhere.

Sales results KATL helped score reflect that interest. In 1948 Grand Prize Beer ranked five or six in the Houston area. At the end of a season's sponsorship of the Buffaloes over KATL they were first. This can be attributed to the broadcasts since other advertising was not increased for the summer.



In Milwaukee WEMP has kept the same sponsors for six years for games of the Milwaukee Brewers. Appropriately enough. Miller High Life Beer is one of the sponsors; Gimbel Brothers, largest department store in Milwaukee, is the other.

As is the case in major league ball programing, considerable fanfare attends the season opening. Miller High Life Beer prints 250,000 baseball schedules carrying a picture of WEMP's play-by-play announcer Mickey Heath. KATL drumbeating for the baseball season includes participation in a baseball parade (see picture).

One of the biggest trends everywhere, from Texas, to Milwaukee, to Brooklyn, is the increasing popularity of baseball among women.

Radio is largely responsible for this; the pleasant voices of sportscasters have found their way into the kitchens . . . and into the hearts of the country's women.

Recognizing this, WMGM in New York this year will get up a baseball brochure for women in conjunction with the Brooklyn Chapter of the American Red Cross. The brochure is a humorous take-off on the typical Red Cross manual, containing rules for safe and sane behavior among the women Dodger fans. It is designed for "the protection of the ladies . . . against accidents which are likely to develop from the peculiar combination of feminine behavior and Dodger fan excitability."

Though the enthusiasm of women for baseball is becoming widely recognized, there has been no corresponding increase in advertising to appeal to the ladies. Beer and cigarettes dominate the pictnre. One radio industry leader who has studied the sitnation told SPONSOR that in his opinion dairies and other types of consumer advertisers were missing a good bet in baseball. "After all," he said, "kids and their mothers are a large share of the baseball audience. Yet from the bulk of the baseball advertising you'd imagine that it was exclusively male. . . .' '

The television picture, which has been touched on only in passing here, will be the snbject of a forthcoming article. In brief, TV baseball broadcasting trends follow AM closely.

More money for more broadcasts is the rnle this year in both broadcast media. ★ ★ ★

TV RESEARCH

(*Continued from page* 37)

Television advertisers are indicated by an asterisk: *1. Maxwell House; 2. A&P (various brands); 3. Red Circle; 4. Beech-Nut: 5. Bokar; 6. Chase & Sanborn: *7. Sanka; 8. Martinson's; 9. 8'O'Clock; 10. Savarin.

In addition to television, Maxwell House has used network and local radio for many years. Chase & Sanborn is also a network radio veteran, while Martinson's and Savarin have used local announcements.

Shortening

	Viewers	Non-Viewers
THE CLOCK	196	392
Percent using shortening	93.4%	90.8%
Percent using Spry	40.4%	47.8%
FIRESIDE THEATRE	204	384
Percent using shortening	90.2%	92.4%
Percent using Crisco	69.6%	68.5%

Shortening brand preferences, in order of popularity: 1. Crisco; 2. Spry. Both, of course, are television advertisers. Both have also used network radio.

Laundry Soap

	Viewers	Non-Viewers
FIRESIDE THEATRE	204	384
Percent using laundry soap	97.5%	94.0%
Percent using Duz	27.1%	19.4%
Percent using Ivory	10.1%	13.3%

Laundry soap brand preferences: television users are indicated by an asterisk: 1. Rinso; *2. Tide; *3 Duz; *4. Ivory; *5. Lux; 6. Super Suds; *7. Oxydol; 8. Kirkman's; 9. Fab; 10. Silver Dust; 11. Dreft. Rinso, Ivory, Lux, and more recently Tide and Duz, are also mainstays of daytime network radio, with a particular fondness for the daytime serial.

Dishwashing Soap

	Viewers	Non-Viewers
FIRESIDE THEATRE	204	384
Percent using dish soap	90.2%	87.5%
Percent using Duz	7.6%	7.7%
Percent using Ivory	20.7%	17.3%

Dishwashing soap brand preferences, with television advertisers indicated by an asterisk: *1. Tide; *2. Ivory; 3. Rinso; 4. Vel: *5. Duz: 6. Dreft; 7. Silver Dust; *8. Oxydol; 9. Fab; 10. Rokeach; 11. Super Snds; 12. Lux: 13. Glim.

Again in this category the leaders, most of whom sell both laundry and dishwashing soap, are or have been heavy users of network radio.

Facial Tissues

	Viewers	Non-Viewers
FUN FOR THE MONEY	88	500
Percent using facial tissue	93.2%	90.0%
Percent using Kleenex	56.1%	48.4%

Facial tissue brand perferences: *1. Kleenex; 2. Lydia Grey: 3. Scotties: *4. Ponds; 5. Angel Soft; *6. Yes; 7. Marcal. Aside from the television users, Kleenex and Ponds, most of the other tissues are advertised heavily in printed media, especially national magazines.

Cold Cereals

	Viewers	Non-Viewers
THE SINGING LADY	76	512
Percent using cold cereal	78.9%	75.8%
Percent using Kelloggs'	80.0%	76.3%

Cold cereal brand preferences: *1. Kellogg's; *2. Cheerios; *3. Wheaties; 4. Sunnyfield; 5. Kix; *6. Quaker; 7. Post's; 8. Betty Crocker. The cereal makers are also heavy users of daytime network radio, especially of "kid shows."

Packaged Bread

	Viewers	Non-Viewers
WATV WESTERN FILM	311	277
Percent using pkgd. bread	88.1%	88.8%
Percetn using Fischer's	14.6%	9.8%

Packaged bread brand preferences: 1. Bond; 2. Dugan's: *3. Fischer's; 4. Taystee; 5. Ward's; 6. Arnold; 7. Silvercup; 8. Wonder; 9. A & P; 10. Thomas. Bond, the leader, and A & P, are the only brands in this category which are distributed and advertised over a very wide area. ★ ★ ★

National Society for Crippled Children and Adults, 11 S. LaSalle St., Chicago 3, Ill.

tric dishwashers and kitchen disposal units.

Not only products, but the company itself must benefit by techniques available to advertising, Guy Berghoff of Pittsburgh Plate Glass Company told ANA members. He described the fifteen minute morning radio program of the Pennsylvania Railroad as an activity which had proved most beneficial to the railroad and palatable to the listeners, who hear from company employees about the company's problems, plans, working conditions and place in the community. As a by-product, the boost to employee morale is also terrific.

But advertising techniques alone, Wildroot's Ward Maurer told ANA members, lose their best punch when not integrated with research, sales, and agency activity. Product advertising, selling, the follow-through at point of sale, all add up to consumer selling, said Maurer. Since advertising is the force which sells consumers in the mass, and the field force, that which sells and services the outlets, Maurer argued the activities should be integrated under a closely coordinated plan. The agency, as a member of the advertising and sales groups should work as a member of the team and be directly responsible for sales. In 14 years Wildroot has jumped its advertising budget from $300,000 to about $3,000,000, of which about 50% goes to radio and television.

Other programs which came in for advertiser discussions were How to make salesmen and retail outlets more aware of what radio and television shows are doing to back them up, how to sell advertising policies to directors and stockholders, and how to get more continuity of effect in radio and other commercial copy.

These questions will be explored in future issues of SPONSOR. ★ ★ ★

ADVERTISERS' QUESTIONS

(*Continued from page 39*)

buy than one clear channel." He also emphasized strongly the need for BMB data in establishing proper coverage for cooperative advertising territories.

You can't always measure television competition on the basis of television's effective area, Dempewolff said. A station like WCCO has 50% of its circulation outside the area of television competition. So the effective area of television competition often depends on the station coverage area, which calls for BMB data.

Hotpoint's James J. Nance put his finger on the necessity for finding better techniques to make advertising pre-sell products. Hotpoint is exploring ways to make radio and television do a more effective pre-selling job. This will be a consideration in increasing the current quarter of a million dollars now allocated to radio and television. Broadcasting must find new ways to help educate potential customers to more expensive products and to products with low saturation such as elec-

An NAB Convention needs issues

If SPONSOR's survey of station managers, across-the-desk and questionnaire, holds good, the 1950 NAB Convention will be the poorest attended in the postwar era.

Men who haven't missed a national meeting for years, many of the old guard, won't be on hand this year.

When you talk to them, you get a bushel of reasons: can't get away from the station, another crisis coming up. the regional meeting fills the bill. But most common of all: I don't know why I should make the trip; I can't see anything happening.

Does this mean that the annual NAB Convention is a thing of the past? SPONSOR thinks not. But it does mean that a membership devoid of issues is bound to become indifferent.

Fundamentally, a national convention (any national convention) is designed to discuss and debate the problems confronting its delegates; to achieve, if possible, an understanding of issues and a meeting of minds.

The fact is that the NAB membership is not being properly conditioned to issues. Their apathy (and in many cases, downright dissatisfaction) is symptomatic.

There's a place for an NAB annual Convention. It's essential that top-level executives of the NAB, and the members of the Board, investigate the present lack of interest.

85,000,000 radio sets

John Patt, general manager of WGAR, Cleveland, started it.

Neck deep in his new campaign to promote the concept of a radio set in every room, he stumbled when it came to one statistic.

He wanted to know how many radio sets were in use in the nation. One authority quoted 60,000,000, another 90,000,000, and others had totals in between.

When he wrote and asked SPONSOR to come to the rescue we found the situation every whit as confused.

So, early in March, SPONSOR asked the NAB and the RMA to bring their figures up to date; to come to a definite agreement on the total number of sets.

The findings are in. At the end of 1949, report the NAB and RMA jointly, the total number of radio sets in use (inside and outside the home) totalled slightly more than 85,000,000.

Here's hoping that this sort of census-taking will continue on a joint basis and will become a regular annual event.

Pressure plus

Check the NAB Board and you find an unusually well-qualified group.

Check the NAB executive staff and you find, from Judge Miller down, men who can hold their own in any company.

Yet the NAB isn't doing too well. Out in the field you encounter apathy, often worse. A SPONSOR survey just completed throws light on the terrific pressure to which the NAB staff and NAB Board are subjected. Small stations want lighter dues and more representation. Big ones want economy. The FMers feel totally disregarded. The TV stations want much more emphasis for their medium. Radio outlets bitterly resent TV encroachment.

Is the situation tenable?

Every association has pressures. It's part of the life. But NAB pressure will continue to build up because the premise on which it is functioning doesn't permit any safety valve. Radio and TV are not compatible on all fronts.

Though the two media have much in common. radio and TV selling is competitive; it will become increasingly so.

And selling is the No. 1 concern of the NAB membership today.

What can be done?

Some expound the idea of a federated NAB, divided by radio and TV units.

Others suggest that the BAB (with a new one for TV) be separated from the NAB.

Either change will cost money. But either should help put the NAB on a solid foundation.

Applause

Jam-packed day in Tennessee

Recently it was our pleasure to read the minutes of the Tennessee Association of Broadcasters' meeting held last month in Nashville.

Were we impressed!

In one jam-packed day 123 delegates from 34 Tennessee stations listened to experts like John Fontaine of Nelson-Chesman, Hugh Murphy of Lake-Spiro-Shurman, and Albert Noble of Noble-Dury tell "What a time-buyer wants to know." They heard Maurice Mitchell in a special pitch. They discussed ways to crack tough accounts; relationship with competitive media; the effectiveness of TAB public service throughout Tennessee.

The Mayor of Nashville came in to pay his respects, too. He applauded TAB's "Let's Sell Optimism" campaign suggested by SPONSOR some months ago. He said that the TAB has been spreading optimism throughout the state. President F. C. Sowell reported that scores of stations throughout the U. S. have inquired about the TAB.

When you read the record you wonder how TAB covered so much territory in a single day. And at the same time you sense an earnestness, an interest, an organization, a purpose behind the day's proceedings.

As we see it, TAB's busy day might serve as a model for many state and national sessions. It was no surprise to see the whole slate of officers, including F. C. Sowell, WLAC; Earle Winger, WDOD; Jack Draughon, WSIX; John Hart, WBIR; Tom Baker, WKDA; and Marshall Pengra, WATO, reelected unanimously.

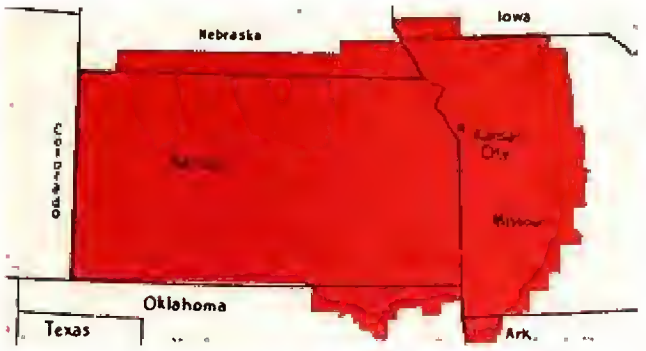
THE KANSAS CITY TRADE AREA

Does Not Run in Circles!

Accepted studies show Kansas City's Primary Trade area to be rectangular, as illustrated. Kansas City is the natural capital for all trade and commerce in this vast territory.

The KMBC-KFRM Team has been *custom-built* to serve this area—*without waste circulation!*

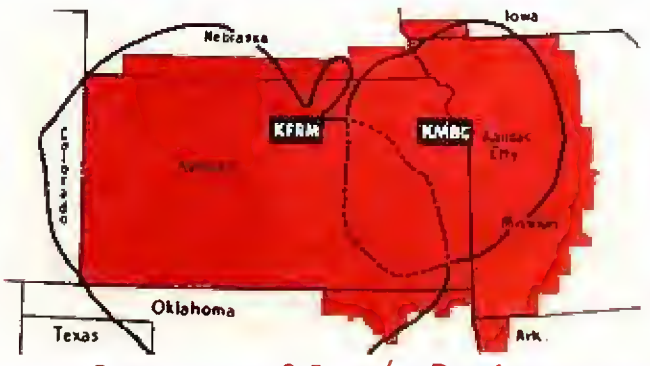
The KMBC-KFRM Team is your best buy in the Heart of America because it provides complete, effective and economical coverage. Contact KMBC-KFRM or any Free & Peters' "Colonel" for complete details.



Ask for a Copy of The Kansas City Trade Area Study

The True Area is an East-West Rectangle and . . .

Only The KMBC-KFRM Team Covers it Effectively and Economically



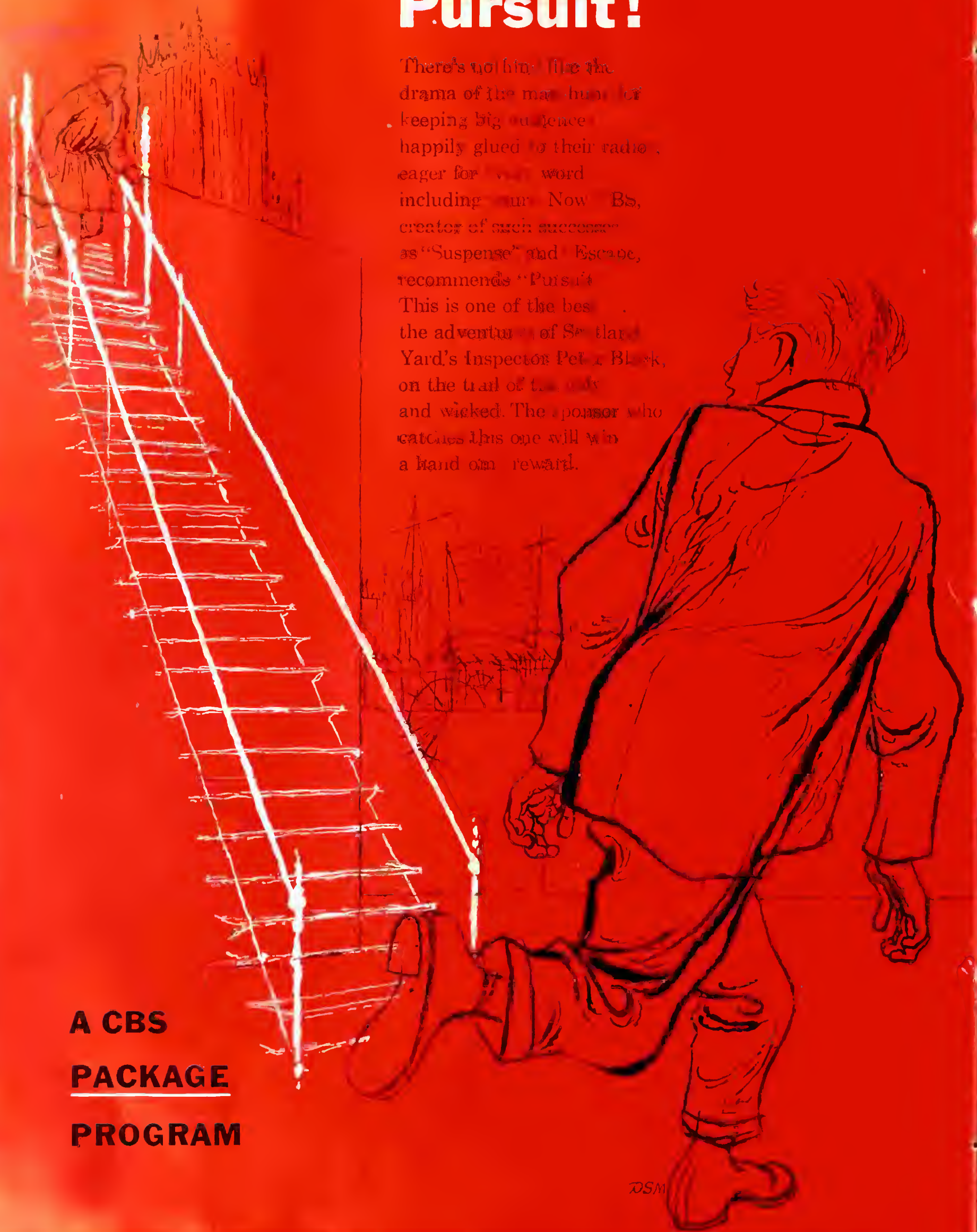
Contours are 0.5 mv/m Daytime

The KMBC-KFRM Team

6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC

Pursuit!

There's nothing like the drama of the man-hunt for keeping big audiences happily glued to their radios, eager for every word including your Now Bs, creator of such successes as "Suspense" and "Escape," recommends "Pursuit." This is one of the best of the adventures of Scotland Yard's Inspector Peter Black, on the trail of the ugly and wicked. The sponsor who catches this one will win a hand om reward.



A CBS PACKAGE PROGRAM